

# FIRST NATIONAL PICTURES' MERCHANDISING PLAN

FOR

# JOE E. BROWN

in

# "ELMER THE GREAT"



Cut No. 16 Cut 30c Mat 10c

with **PATRICIA ELLIS, FRANK McHUGH, CLAIRE DODD PRESTON S. FOSTER**

## THE STORY

Elmer Kane, one of the greatest batters in the history of baseball, is both lazy and lacking in ambition. His chief passions are eating and sleeping. However, he does harbor a smoldering love for Nellie Poole, proprietor of a grocery store in their home town of Gentryville, for whom he drives a delivery truck when not playing baseball.

The Chicago Cubs buy his contract from Terre Haute, and Wade, a scout, goes to Gentryville for Elmer, but he refuses to leave Gentryville.

Nellie tries to persuade him to go with Wade, whereupon he tells her of his love, which he believes to be hopeless. She hides her own love for Elmer, whereupon he signs the contract.

Elmer goes through a hectic baseball season, the constant butt of the rest of the players, because of his colossal conceit. Evelyn, a friend of the players, assists in stringing Elmer along. Their supreme joke is to have Elmer broadcast through a thermalite, which he believes is a microphone.

The World Series comes along and the Cubs take three games in succession, largely due to Elmer's batting. When he returns to his hotel after the game, Evelyn throws her arms around him. Just at that moment Nellie, who had gone to Chicago to meet Elmer and confess her love, enters the lobby and witnesses the act. Elmer

rushes after her, but she refuses to have anything to do with him.

Elmer is broken hearted, and when High Hips, his room mate, suggests they go on a "bust," Elmer is all for it. High Hips takes him to an exclusive gambling club. Elmer does not realize he is being charged with the chips he uses, but when he is ready to go home, he finds he is out \$5,000.

Elmer signs an I. O. U., but starts a fight at the suggestion of throwing the game. He and High Hips are put in jail. While being patched up by the doctor, Elmer sees a thermalite, and when the doctor explains what it is, he sees red, realizing the players have been making a fool of him.

Elmer refuses to leave the jail and no one knows where he is. The Yankees win the next three games. High Hips finally gets out and reveals Elmer's whereabouts. The Cubs' owner and manager try to get Elmer out, but he flatly refuses to leave. Eventually Nellie learns where he is and persuades him to enter the game.

The gamblers try to keep him out of the game, but after a series of exciting adventures and funny incidents, Elmer goes to bat, knocks a ball against the fence and wins the game in the last inning. He is hustled to the microphone to give a real broadcast, where he is joined by Nellie.

Length.....6638 feet Running Time.....74 min.

## CREDITS

Director.....Mervyn Le Roy  
Based on play by.....Ring Lardner and George M. Cohan  
Screen play by.....Tom Geragthy  
Photography by.....Arthur Todd  
Film Editor.....Thomas Pratt  
Art Director.....Robert Haas  
Gowns by.....Orry-Kelly  
Vitaphone Orchestra Conductor.....Leo F. Forbstein

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## CAST

Elmer.....	JOE E. BROWN
Nellie.....	Patricia Ellis
High Hips Healy.....	Frank McHugh
Evelyn.....	Claire Dodd
Walker.....	Preston S. Foster
Whitey.....	Russell Hopton
Nick.....	Sterling Holloway
Mrs. Kane.....	Emma Dunn
Bull McWade.....	Charles Wilson
Sarah Crosby.....	Jessie Ralph
Stillman.....	Douglas Dumbrille
Abbott.....	Charles Delaney
Col. Moffitt.....	Berton Churchill
Jerry.....	J. Carroll Naish
Noonan.....	Gene Morgan

## OFFICIAL BILLING

First National Pictures, Inc., and The Vitaphone Corp.	10%
presents	
JOE E. BROWN	100%
in	
"ELMER THE GREAT"	75%
Based on a play by Ring Lardner and George M. Cohan	5%
with	
Patricia Ellis — Frank McHugh	10%
Claire Dodd — Preston S. Foster	10%
Russell Hopton	10%
Directed by Mervyn LeRoy	20%
A First National and Vitaphone Production	40%

## SUGGESTED VITAPHONE SHORTS TO BALANCE YOUR PROGRAM

Merrie Melodie (1 reel)  
and  
Newman World Adventure (1 reel)  
and  
Rambling Round Radio Row (1 reel)

74 min



# ADVANCE PUBLICITY

your 1st story

## Joe E. Brown Comedy, "Elmer the Great," Coming to . . . Theatre

Followers of Joe E. Brown will see the versatile comedian in what is probably the greatest role of his long laugh-making career when his latest First National picture, "Elmer The Great," opens at the . . . Theatre next . . .

There is every reason why this hilarious comedy-drama of big league baseball should fit Joe E. Brown more perfectly than any role he has yet played. Joe's middle name should have been baseball, for if making millions laugh is his business, baseball is his hobby. In fact, it's been more than a hobby with Joe, for he was once a big league player himself. For several years he has maintained his own semi-professional team in Southern California, and recently he topped all his previous baseball activities by buying an interest in the Kansas City baseball club.

Ring Lardner doubtless didn't have Joe E. Brown in mind when he wrote, in dramatic form, the life story of Elmer Kane, as only Ring Lardner knows how to write it. But the role of the Gentryville, Indiana, boy who modestly admits that he is the greatest batter the world has ever seen, couldn't fit Joe E. Brown more perfectly if he had been the playwright-humorist's official model.

Elmer Kane has three interests in life—eating, sleeping and baseball; and he's a champion at all three.

As if this were not enough to consume all of one man's time and energy, Elmer proceeds to fall in love, with side-splitting complications developing too fast for him.

How Elmer gets into jail, is liberated only to fall into a brand new disgrace and be ruled off the team on the eve of the World's Series games, and how he finally goes to bat and pulls the game out of the mud—literally as well as figuratively—is said to make one of the most uproariously funny pictures that the screen has seen this year.

Mervyn LeRoy, director of many First National hits, piloted "Elmer the Great" to its winning

HE'S "ELMER THE GREAT"



Joe E. Brown, who comes to Strand movie-goers on Friday in "Elmer the Great," the hilarious baseball comedy by Ring Lardner and George M. Cohan.

Cut No. 8 Cut 30c Mat 10c

your 5th story

## His "Elmer the Great" Gives Joe E. Brown Idea for a Patent

Already distinguished as stage comedian, screen star and baseball expert—in the latter field he recently qualified as a magnate by buying a third interest in the Kansas City Baseball Club—Joe E. Brown seems likely to win new fame as an inventor.

His experience during the making of his latest First National comedy, "Elmer The Great," which comes to the . . . Theatre on . . . , gave him the idea.

Something should be done, he feels, to spare the poor base-runner the necessity of having to go through a sea of mud on a rainy day in his slide for the bag. Joe himself got a mouthful of it—in fact, numerous mouthfuls—during the making of the famous World Series game that forms the climax of "Elmer The Great."

Joe's plan is to furnish each baseball player with a light sled, the framework made of aluminum and about two feet long. It is intended to be worn strapped around the player's body, like a catcher's chest protector. With the legs of telescope construction, it could be flattened against the body like an opera hat. This would enable the player, when he came up to bat, to swing his stick freely, unimpeded by the device.

By pressing a button on the side of the sled, whenever it became necessary to use it, the legs would spring into position. No matter how muddy the field might be, the base-runner could slide to second, third or home, and get as much fun out of it as a boy coasting on a toboggan, besides arriving at his destination without having to be excavated upon his arrival. The invention is still in its embryonic stages, but Joe is very sanguine about the outcome. At least Joe claims that his idea is just as constructive as Ed Wynn's device for eating grapefruit safely in public, or his famous typewriter carriage for enthusiastic corn-on-the-cob eaters, with a bell at the end of the row to keep them from chewing their thumbs off.

Surrounding Joe E. Brown in "Elmer The Great" are Patricia Ellis, Frank McHugh, Emma Dunn, Berton Churchill, Claire Dodd and Sterling Holloway.

BIOGRAPHIES

## JOE E. BROWN

Joe E. Brown, star of "Elmer The Great," was born in Holgate, Ohio. He joined a circus when nine years old and toured the country as the youngest of "The Five Marvel Ashtons."

A broken leg ended his circus career. He joined the St. Paul baseball club and later became a member of the Yankees team. He has his own team in Los Angeles, which is considered one of the star amateur nines.

Deciding to become a comedian, Joe went into burlesque and soon landed on Broadway. Some of his hits were "Listen Lester," "Jim Jam Jams," "Captain Jinks" and "Twinkle Twinkle." It was while playing in the latter in Los Angeles that he was induced to try his hand at pictures. His first was "Crooks Can't Win," which he considers his worst. Since then he has made many pictures for Warner Bros.—First National, the most recent being "You Said a Mouthful," "The Tenderfoot," "Fireman, Save My Child," "Local Boy Makes Good," "Broad Minded" and "Going Wild."

## PATRICIA ELLIS

Patricia Ellis, young Wampas baby star, under contract to Warner Bros.—First National, who has the leading feminine role opposite Joe E. Brown in "Elmer The Great," was born in New York and trained in the traditions of the stage from earliest infancy by her father, a noted New York producer and director.

After playing in "The Royal Family," "Once in a Lifetime" and "Elizabeth the Queen" on Broadway, she was signed for a small part in "Three on a Match," her screen debut at Warner Bros.—First National studios.

She had another bit in "Central Park" and then was chosen by George Arliss to play an ingenue role in "The King's Vacation." Then she was elevated to a leading role opposite James Cagney in "Picture Snatchers." "Elmer The Great" is her fifth picture.

your 3rd story

## Patricia Ellis Enjoys Her Fifth Big Role in "Elmer the Great"

Patricia Ellis, the youngest leading feminine role in Joe E. Brown's "Elmer the Great," which comes to the . . . Theatre on . . .

This is the fifth picture in which the seventeen-year-old Miss Ellis has appeared. After coming to First National just a few months ago, she was given small roles in "Central Park" and "Three on a Match." Her talent was so marked, George Arliss chose her to play the ingenue role in "The King's Vacation." Miss Ellis was then given the leading feminine role opposite James Cagney in "Picture Snatcher." Before finishing this, she was assigned as leading lady to Joe E. Brown.

Although comparatively new to the screen, Miss Ellis has had a wide stage experience for one so young. The daughter of one of New York's foremost directors and producers of dramatic and musical comedy productions, she has been before the footlights since a child. Working with her father, Alexander Leftwich, she understudied many famous ingenues and soon graduated into leading roles in her own right.

It was while playing in "The Royal Family" at the New York Riviera Theatre that she attracted the attention of picture executives, who persuaded her to take a screen test.

In "Elmer The Great," her youthful loveliness acts as an excellent foil to Joe's riotous comedy antics. Others in the cast include Frank McHugh, Claire Dodd and Preston S. Foster. The screen play by Tom Geraghty is based on the famous stage success of Ring Lardner and George M. Cohan and directed by Mervyn LeRoy.

year that Cleveland won the World Series.

While Joe was filming "Elmer The Great," Speaker called him on the phone by long distance from Kansas City and offered him a third interest in the Kansas City Ball Club, which Speaker and Lee Keyser, also owner of the Des Moines club, were buying. Now Joe and Tris are partners.

Put it all together, "Elmer The Great" spells fine baseball comedy.

Patricia Ellis has the leading feminine role in "Elmer The Great." Others in the cast include Frank McHugh, Claire Dodd, Preston S. Foster, Emma Dunn and Sterling Holloway.

The screen play by Tom Geraghty is based on the famous stage success by Ring Lardner and George M. Cohan. Mervyn LeRoy directed the picture.

your 4th story

## Exceptional Cast Used With Joe E. Brown in "Elmer the Great"

An exceptional cast, both of comedy characters and actors who play them, appear in support of Joe E. Brown in his latest First National fun film, "Elmer The Great," which comes to the . . . Theatre on . . .

Joe's leading lady is the beautiful and youthful Patricia Ellis, who started in pictures just a few months ago and has become one of the screen sensations of the day. After two try-out pictures she was cast in an ingenue role with George Arliss, in "The Adopted Father," then played the lead for James Cagney in "Picture Snatchers." She now appears in the chief feminine part with Brown.



## PATRICIA ELLIS

leading lady to Joe E. Brown in "Elmer the Great," coming to the . . . on . . . Cut No. 1 Cut 15c Mat 5c

Miss Ellis has a straight part, being Joe's small town girl with whose snubbing of Joe when she catches him with his arms about the smart city gal leads to his going on a spree and landing in jail. On the eve of the world's series games, Preston S. Foster, who had the lead with Barbara Stanwyck in "Ladies They Talk About" and in "The Last Mile" and other pictures, also plays a straight role as the manager of the Chicago Cubs, who depends on Joe's great batting to win the World's Series games.

Frank McHugh, one of the screen's most humorous characters, has the role of Joe's buddy, "High-Hip" Healy. Claire Dodd is the villainess whose kiss in the lobby of a hotel leads Joe's country lassie to give him the cold shoulder.

Other prominent players include Emma Dunn, Berton Churchill, J. Carroll Naish, Russell Hopton, Sterling Holloway, Charles Wilson, Jessie Ralph, Douglas Dumbrille, Charles Delaney and Gene Morgan.

There are also thirty-five big league baseball players in "Elmer The Great," who take part in the smashing final sequence, which is the World's Series games between the Cubs and Yankees. Among these players are Babe Herman, Charles Root, Larry French, Bill Brubaker, Charlie Moncrief, Frankie and Ray Jacobs, Tut Steinback, Frank Sheltenback, George Burns, Wally Hood, Tuck Hannah and Beans Reardon, the National League umpire, who acted in that capacity in the picture.

your 2nd story

## Joe E. Brown at Home in "Elmer the Great"

It isn't anything out of the ordinary when Joe E. Brown plays baseball, talks baseball, or buys a baseball club, as he did recently. But when Joe E. Brown doesn't play, talk, buy act or think baseball—that's something akin to a miracle.

Several of his pictures have had baseball as integral parts of the plot and background, but he has reached the acme in this degree in his latest First National picture, "Elmer The Great," which comes to the . . . Theatre on . . .

It is baseball comedy from start to finish by Ring Lardner and does Joe revel in it, because he simply loves the game!

It all dates back to the days when Joe was 16 years old. Before that time he had joined a circus as an aerialist and then gone into vaudeville. But show business has seasons, so Joe was unable to indulge in his none-too-suppressed passion for baseball during the summer months.

In 1908, then, Joe became a second baseman for the St. Paul team, starting a professional career which was to last eighteen years.

Early every summer he would quit show business and sign up with a ball team, invariably playing second base. Joe admits he was pretty good at it in those days, although he never shined as a big league star.

The majority of his friends today are baseball players, past and present. It was in 1920, when Joe was with the Red Sox, that he first met Tris Speaker, and this warm friendship which sprang up, has continued to this day. At that time, Tris Speaker was playing for Cleveland—and it was the



Joe E. Brown and Patricia Ellis in "Elmer the Great," Joe's new comedy hit which opens at the Strand on Friday. It's the famous baseball comedy by Ring Lardner and George M. Cohan.

Cut No. 3 Cut 30c Mat 10c

your 6th story

## Studio Waited Weeks for Storms to Cease, Then Shot Rain Scene

They do strange things in Hollywood, but one of the strangest occurred during the production of Joe E. Brown's latest starring comedy for First National, "Elmer The Great," which will be on the screen of the . . . Theatre next . . .

The picture was all finished except for some baseball sequences which were to be shot at the Wrigley Field ball park. Just about the time they were set to start these sequences, the rainy season set in.

For two weeks, the company watched the skies and read weather reports, and not a wheel turned. They were waiting for the rain to cease and for the sun to dry the field.

At last came an auspicious day, and the company of actors, ball players and several hundred extras under Director Mervyn LeRoy, got to work on the field. The scene to be shot is the great climax of the picture, which is a World Series game between the

Cubs and the Yankees, and which is played in the rain.

So the first thing the company did after waiting two weeks for the rain to stop was to set up water pipes and wind machines and go right into the filming of rain scenes with the use of artificial rain. Before half a day had passed, the field they had waited for so long to dry was sopping wet again and the players were playing in the mud.

Naturally the question arises in the minds of readers, "Why in heaven's name didn't they film the baseball sequences while it was raining if they wanted to show the game being played in the rain?" The answer, gentle readers, is they can't film a rain scene in the rain—lack of sun makes it impossible. To photograph anything during a rain storm would result in foggy and poor photography. That is why all rain scenes must be shot with manufactured rain.

Patricia Ellis has the leading feminine role opposite Joe, while others in the cast include Frank McHugh, Claire Dodd, Preston S. Foster and a score of professional ball players.

The screen play by Tom Geraghty is based on the rollicking comedy stage success by Ring Lardner and George M. Cohan.



# CURRENT PUBLICITY

## Prepared Review

### Joe E. Brown Bats 1000 in His "Elmer the Great"

Popular Comedian Brings Gales of Laughter as Bragging Home Run Hitter in Baseball Story

CHALK up another home run for Joe E. Brown, in his hilarious comedy-drama anent the inside of big league baseball, "Elmer the Great." It's not only one of the most side-splitting pictures this First National comedian has ever given us, but judging by the enjoyment of the audience before which it was presented last evening at the . . . Theatre, it is one of the laugh leaders of 1933 entertainment.

If Joe E. Brown's batting average for knocking out comedy hits was high before—and there is no more reliable purveyor of pure and unadulterated amusement on the screen than he is—his score should shoot up about fifty points on this one.

We may live long enough to see some of our grandchildren grow up to be big league ball players, but we'll never forget the sight of Joe sliding home from third base through a sea of mud to cinch the World Series for the Chicago team. Joe's winning run comes on the heels of a tense situation, during which it looks as if he were out of the game for the balance of the series, and nothing can keep his team, the Cubs, from going down to defeat.

For high voltage laughs, however, Joe's maiden address over what he thinks is a raddio, to everybody in the United States, including President and Mrs. Roosevelt, while his fellow ball players look on, choking with suppressed giggles, runs a close second to the big game.

"Elmer The Great" is hearty, wholesome humor from the time we are introduced to Elmer Kane, world's champion batter, asleep in his Gentryville, Indiana, home, until he has won both the girl and the game. And Joe E. Brown plays the part from start to finish, not merely as the good actor he is, but as a former baseball player who thoroughly knows the character he is impersonating.

There is an able cast of first-rate actors working with Joe to help swell the total of the evening's fun. Frank McHugh, as High Hips Healy, Joe's pal on the team, garners his quota of laughs. Preston S. Foster is excellent as the manager of the big league club.

Patricia Ellis as Nellie, the girl for whom Joe is ready to give up baseball if necessary, is winsome and charming enough to turn any ball-player's head. Berton Churchill, Jessie Ralph, Emma Dunn, Sterling Holloway, Claire Dodd and Russell Hopton contribute their share toward a satisfying picture.

And for red hot baseball fans, there will be the added thrill of seeing genuine big league ball players on the diamond during the World Series meleé.

Mervyn LeRoy, who directed the picture, keeps it moving every minute and has missed nothing in the way of opportunity to make "Elmer The Great" the pennant-winner that it is. The screen play by Tom Geraghty has lost nothing of the spontaneous hilarity of the stage hit by Ring Lardner and George M. Cohan. In fact, the picture is far greater entertainment because it actually depicts the big scenes which could only be hinted at on the stage.



Patricia Ellis, Joe E. Brown's pretty lady in "Elmer the Great" at the Strand.  
Cut No. 4 Cut 15c Mat 5c

## 1st Day of Run

### Joe E. Brown Picked Patricia Ellis as His Latest Leading Lady

Patricia Ellis, the 17-year-old screen beauty who has recently risen to fame, was Joe E. Brown's own selection for his leading lady in his latest First National picture, "Elmer The Great," now showing at the . . . Theatre.

He looked over a long list of names submitted by the casting department and selected the young lady whose first bid for fame was in the George Arliss picture, "The King's Vacation," and who later made good as Jimmy Cagney's leading lady in "Picture Snatcher."

Studio executives pointed out to Brown that Miss Ellis is anything but a comedy character, but an unusually beautiful, sweet and quite demure girl.

"But," said Joe, "I don't want a comedy character playing opposite me. The leading lady for a comedian should play her part straight to act as a foil for the comedy characterization. She also makes for fine romance and the love interest contained in the story of "Elmer The Great."

"The comedy part would fall flat if you did not have some serious players to act as a relief. Miss Ellis just fills the bill for the part opposite me."

"Elmer The Great" is said to be Joe's biggest and funniest comedy. It was adapted by Tom Geraghty from the famous stage success of the same title written by Ring Lardner and George M. Cohan, around a champion ball player with lots of conceit.

Frank McHugh, Claire Dodd, Preston S. Foster and Russell Hopton are among those in the supporting cast. Mervyn LeRoy directed the picture.

## 4th Day of Run

### Joe E. Brown Comedy Has Realistic Studio-Made Winter Scenes

Two of the principal streets and the main square of a small Indiana town, mantled in the snow of a middle western winter, were built on the back lot at the First National Studios, for the opening scenes of "Elmer The Great," starring Joe E. Brown, which comes to the . . . Theatre on . . .

More than thirty buildings went into the making of this section of Gentryville, Ind., where Elmer the Great, played by Joe E. Brown, grew up to be the greatest living wielder of a baseball bat that ever stepped up to a big league plate.

There are a dozen frame houses, with their yards and picket fences, a two-story hotel, the general store, which also houses the post-office, the hay-grain and feed store, pool parlor, barber shop, and rows of other shops characteristic of such a community. Producing the kind of a "snowstorm" that would cover Gentryville with between five and six inches of snow was no mean feat, even for experts in blizzards.

When the "snowstorm" had been completed, and Director Mervyn LeRoy walked into the main square of Gentryville with Joe E. Brown, the scene before their eyes was a triumph of realism. The drifted snow along the fences, the frosted store and house windows, and the trees mantled in white—with a couple of sleighs dashing up the snow-covered street, made the spectator feel positively cold.

There was a touch of irony in the fact that every actor in the Gentryville scenes was swathed in heavy clothing, fur caps, reefers and ulsters and heavy gloves, despite the fact that it was one of the warmest days of a mild California winter. Patricia Ellis, the leading woman, sweltered in an ankle-length squirrel coat, woolen cap and muffler, and heavy winter goloshes—most of which she shed as promptly as possible between scenes.

"Elmer The Great," which climaxed at the World Series, the Yankees and the Cubs based on the . . . and George M. Cohan.

## Lots of Fun and Romance Seen at Strand



Frank McHugh, Joe E. Brown and Patricia Ellis in a scene from "Elmer the Great," the famous baseball comedy by Ring Lardner and George M. Cohan. It will be on view at the Strand until Friday.

Cut No. 6 Cut 45c Mat 15c

## Opening Day Story

### Joe E. Brown Comedy, "Elmer the Great," at . . . Theatre Today

Joe E. Brown will be seen on the screen of the . . . Theatre today in his latest First National comedy, "Elmer the Great," which is said to be the most uproariously funny of any picture he has appeared in to date.

"Elmer the Great," written by Ring Lardner and George M. Cohan, was a comedy riot on the stage and is said to be even more hilarious as a screen play, because many of the startling sequences which could be only hinted at before the footlights are actually depicted in the picture.

Some of the funniest as well as most intense scenes in the picture occur during the playing of a World Series in a downpour of rain.

The plot concerns a hick town boy who develops into the champion batsman of the big league. He is also the champion eater and long-time sleeper. His cocksureness makes him the butt of innumerable jokes by other members of his team.

Joe, as Elmer the Great, becomes involved in a love tangle which eventually lands him in jail, and very nearly loses the World's Series championship for his team. How he extricates himself and finally wins both the game and the girl is one of the most exciting as well as the most laughable incidents in a comedy full of riotous situations and fast action.

There is a strong supporting cast, with Patricia Ellis, the new sensation of the screen, playing the leading feminine role opposite Joe. Others include Frank McHugh, Claire Dodd, Preston S. Foster and Russell Hopton. The screen play is by Tom Geraghty and the direction by Mervyn LeRoy.

## 2nd Day of Run

### Help, Fire and Ouch Are Joe E. Brown's 3 Favorite Words

Joe E. Brown, whose latest starring comedy, "Elmer The Great," for First National, is now showing at the . . . Theatre, has three words which he considers the most valuable to him in his efforts to produce laughs.

They are "Help," "Fire," and "Ouch."

"Help," says Joe, "is the most useful word in the language. Without it men, women and little children would be helpless in emergencies. It exercises the diaphragm, stretches the larynx, tones up the whole system and sometimes saves lives."

"Fire," adds Joe, "is tailor-made for the occasion. Imagine waking up at night to find your house burning down. No word like 'fire' to call attention to the situation. Suppose you rushed to the telephone or the window crying 'conflagration,' 'sparks,' 'flames' or any other synonym for 'fire.' You wouldn't get the slightest attention."

"But 'ouch,'" concludes Joe, "is my favorite word. It's elemental, amusing and expressive. It's explosive and shows the teeth. And what is more important, it always gets me a big laugh."

Seriously speaking, though, Joe is very fond of using all three words in his pictures, because they afford him the opportunity of getting over fine comedy action when he opens his mouth wide. And, as he puts it, "You've got to open up wide to yell these words."

"Fire" and "Help" both come in a recent picture, "Fireman, Save My Child." Only "Ouch" is made use of in "Elmer The Great," the famous comedy hit of the stage, written by Ring Lardner and George M. Cohan and adapted by Tom Geraghty.

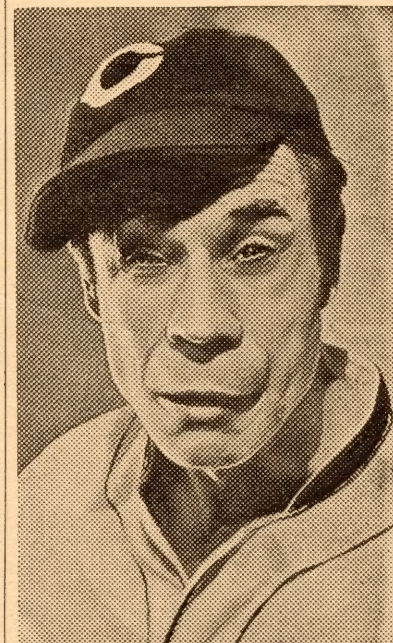
Among those in the supporting cast are Patricia Ellis, Frank McHugh, Claire Dodd and Preston S. Foster. Mervyn LeRoy directed.

## 3rd Day of Run

### Joe E. Brown Played "Elmer the Great" on Stage Two Seasons

If Joe E. Brown seems thoroughly at home in the star role of "Elmer The Great," now playing at the . . . Theatre, it isn't merely because he is an enthusiastic baseball player and fan himself, and because the great American game has, for years, been second nature to him.

Joe has already appeared twice on the stage in this high-powered laugh success from the pens of two of America's outstanding creators of comedy—Ring Lardner and George M. Cohan. He knows every line and every piece of business in the show by heart.



Joe E. Brown in the Strand's "Elmer the Great."  
Cut No. 7 Cut 15c Mat 5c

## Versatile Joe

Joe E. Brown, the wide mouthed comedian, can make them cry as well as laugh.

He actually does it in "Elmer The Great," the riotous First National comedy hit by Ring Lardner and George M. Cohan, now showing at the . . . Theatre.

Joe, the world's famous batsman, is nevertheless the butt of continuous kidding by his fellow players because of his credulity and cocksureness.

The scene is one in which the players take advantage of Joe's ambition to do a broadcast stunt. They place a thermalite in front of him, explaining it is a microphone and that the whole world of fans is waiting to hear him say something.

The group in the room gets the laugh on Joe, but he turns the tables on them, unwittingly, according to the story plot, by winding up his talk by calling his mother and telling her how hard he is going to work to win the series for his team.

Joe puts so much pathos into the scene that many eyes were wet among the spectators.

It is a clever touch in which Joe's seriousness and earnestness accentuate the hilarity of the entire situation, the scene bringing tears and laughs together.

At the revival of "Elmer The Great" on the Pacific Coast last year, Joe E. Brown starred in the production for weeks to packed houses, both in Los Angeles and San Francisco. The run of the play was such a sensational success that it was reproduced during the current season, with Joe again as the great batsman from Gentryville, Indiana.

This time his appearance in "Elmer The Great" served as a timely and convenient rehearsal for the picture, which was scheduled to go into production within a few weeks following the revival.

The cast of this First National production includes Patricia Ellis in the leading feminine role, Frank McHugh, Preston S. Foster, Claire Dodd, Gerton Churchill, Sterling Holloway, Emma Dunn, Russell Hopton, and numerous other well-known actors.



# ADVANCE FEATURES

## A Comedian Turns Serious

### Joe E. Brown Reveals Some of the Tricks of His Trade

#### Star of "Elmer the Great" Points Out Elements That Go Toward Building Successful Comics

ANY comedian can tell you that so far as his profession is concerned, there were never any truer words written than, "There is nothing new under the sun."

Yet, there are new comedians who come along with a new technique, with new methods of getting real laughs from theatre audiences. They use new stories and different situations of course, but basically, people laugh at the same things they did fifty or a hundred years ago. And the reason for it is obvious—only the time changes—human nature is still very much the same as it was centuries ago.

Joe E. Brown, as a highly successful comedian, whose latest First National comedy, "Elmer the Great," will open at the . . . Theatre, next . . . , is well qualified to discuss the matter of comedy and what makes people laugh.

"The downfall of dignity," says Joe E. Brown, has always been a sure-fire laugh-getter. Take a haughty looking gentleman, dressed in silk hat and a frock coat, have him slip on a banana skin into a puddle of mud and the response from the audience is tremendous. Laughter comes in gales. "Then there is the play that is made on technical language, such as I did in 'Local Boy Makes Good.'

#### Always Brings Laughs

For instance, the doctor says to me, 'It may be a partial laparotomy of the posterior schizophrenic vertebra.' To which I reply knowingly, 'Sure! That runs in my family. My head feels numb.' The medical phrases are authentic and the actor who plays the doctor makes no attempt at putting comedy into the situation. The medical . . . familiar to the audience who also realize they are just as unfamiliar to me. That sort of situation always brings a big laugh.

"Embarrassing situations too are invariably good for laughs. Especially when these situations are the type that most people have experienced themselves.

"The first thing a comedian must do is to learn exaggeration, beginning first with himself. My work commences with make-up. I know that my eyes are small in proportion to the balance of my features. In making up, I stress their smallness, by using no make-up on the eyes.

## Medics Say 10 Hearty Laughs Daily Will Prolong Life

### 85 Abdominal Guffaws in Joe E. Brown's Comedy, "Elmer the Great," Adds Over a Week to Span

WORRY, your family physician will tell you, is the greatest cause of shortened life the doctors know of. And by the same token, he will tell you that laughter is not only good for the soul, but also a great health tonic.

Since this story deals with the value of comedy and its contribution to health because of the laughs we get out of watching a comedian such as Joe E. Brown strut his stuff, we are going to throw Old Man Worry into the ash can and concern ourselves with laughs, and their effect upon us.

From the medical standpoint, there were some very interesting figures given out by a doctor not long ago proving that laughter works as a life-prolonging tonic. Ten hearty laughs a day—and by laughs the doctor meant abdominal guffaws and not just mild titters—will add one day to a person's life. Such hearty laughter, says the doctor, is not only a valuable emotional outlet, but the situations which give rise to it drive all care and worry from the mind, giving it a much needed rest from daily, troubling affairs.

Ten laughs per day is quite an order when it is known that there are really only seven basic situations for pure comedy. Every "gag" and

comedy situation used on the stage and screen is a variant or offshot of one of these seven. But this does not prevent getting more than seven laughs into a feature length comedy film.

#### 85 Laughs Clocked

At the preview of Joe E. Brown's latest First National comedy, "Elmer the Great," which comes to the . . . Theatre on . . . , an analyst clocked the audience for 85 unrestrained, hearty laughs which the picture gave them. At this rate, according to the aforementioned doctor's statement, each member of the audience thus added eight and one-half days to his life, barring accidents and

"One of the oldest situations known to vaudeville comedy is 'the ghost in the Pawnshop,' as it is known to the profession. It consists of one man talking disparagingly of an absent party, unaware of the fact that the presumably absent party is standing behind him taking in every word, while the one who is listening to the tirade is trying to tip off the unsuspecting talker that the subject of his conversation is right behind him.

"How many times have you seen this gag worked without tiring of it? It is ten to one that you have seen it in so many variations and with so many forms of approach that you do not recognize it as one and the same situation.

#### Two Favorite Types

"Two types which I have found to my advantage are the inferiority and the superiority complexes. It will be found that a large percentage of comedy characters are based on these types.

"The character of the gawky botany student who was forced to turn athlete in "Local Boy Makes Good" was, stripped of its slight exaggerations, as human and pathetic a character as thousands who daily walk the streets of any city. His ill-fitting, baggy track suit, his modesty at displaying his limbs in public, and his fear of being shown up in competition are all things which helped build up my characterization.

"The superiority complex as manifested in a number of my pictures, and particularly the baseball comedy, "Elmer the Great," by Ring Lardner and George M. Cohan, carries nothing that is offensive to an audience. The supreme ego of the comedy hero is justified by the fact that he can actually do the things that people think he is bragging about. Moreover, a great deal of the comedy in this lies in the fact that he does not brag, but takes his accomplishments for granted and speaks about them in a nonchalant manner.

#### Needs Serious Players

"Another essential that accentuates the comedy is to have a certain number of players who are serious. In "Elmer the Great" Patricia Ellis supplies the seriousness as leading lady. Her beauty and sweetness act as a perfect foil to the player in situations grossly exaggerated or ridiculous.

"Preston S. Foster and Emma Dunn also play straight roles, while Frank McHugh and Claire Dodd are a part of the comedy element. It is the director's and the screen writer's job, in the case of the current picture, Mervyn LeRoy and Tom Geraghty, to see that there is a proper admixture of comedy with serious action for relief, and that each comes in at just the proper time."

acts of God. And while we are still in a statistical vein, it will be interesting to note that approximately twenty million people will see this picture all told.

Though these figures are more or less arbitrary, the fact remains that American audiences pay more for comedy than for any other form of entertainment on either stage or screen.

During the recent trip of Warner Bros. "42nd Street" special across the continent, Joe E. Brown, who was on the train, had to open his mouth or make a grimace before the crowds that waited at each station to bring down a yell of laughter. And this was during the period of bank closings and bank holidays. The sight of his funny face would drive all worry for the moment from the minds of the people.

#### Easy on Audience

Comedy, be it known, is easier on the audience than any other form of entertainment. Heavy drama causes a certain amount of tension while an engrossing romance has the same sort of effect. With comedy, there is no tension—only a complete relaxation which is what we all seek when we go to the theatre.

With Joe E. Brown in "Elmer the Great," in which he plays the title role of this famous Ring Lardner-George M. Cohan stage show, appear Patricia Ellis, Frank McHugh, Claire Dodd, Preston S. Foster and Emma Dunn. Mervyn LeRoy, who directed that great hit, "I Am a Fugitive from a Chain Gang," directed this baseball comedy.

## Cheer Up! Joe E. Brown's Here



"Babe Ruth! Who's That Guy? I Make His Hits Look Like Bunts!"

Joe E. Brown, the wide-mouthed laugh-hitter is funnier than ever as the high-powered ball-swallower in "Elmer the Great," the First National production now at the Strand . . . and no wonder, because the story was written by Ring Lardner and George M. Cohan. Patricia Ellis and Frank McHugh head the support.

Cut No. 5 Cut 30c Mat 10c

## Patricia Ellis' Film Success Foreordained by Training

### Daughter of Famous Broadway Producer, She Has Studied for Stage Since Early Childhood

THERE is nothing mysterious about Patricia Ellis' rapid progress in pictures. It was expected by all who were familiar with her background.

The daughter of one of New York's foremost directors and producers, Patricia finds it as natural to act as it is to breathe. The theatre is her native habitat. From the time she was old enough to walk, she has worked with her father, Alexander Leftwich, learning the business of the stage from the ground up.

Small wonder that, in a few short months after her migration to Hollywood at the invitation of Warner Bros.-First National Studios, Patricia should find herself forging ahead from one leading role to another, opposite the screen's best known stars.

Her most recent accomplishment is the principal feminine role in Joe E. Brown's latest First National comedy, "Elmer The Great," which comes to the . . . Theatre on . . . Just before that, she filled the same spot with distinction in "Picture Snatcher" with James Cagney.

Despite her youth, Patricia came to the screen with a record of theatrical experience behind her that was unusual. In her father's shows, she had understudied the ingenue roles as a primary school training. From that she had gone to small parts in stock companies around New York. Then leading roles had rewarded her diligence and aptitude. And finally she had graduated to Broadway, appearing in the cast of such important productions as "The Royal Family," "Elizabeth The Queen" and "Once In a Lifetime."

As a part of her stage curriculum, Patricia had studied both music and dancing. For five years she was a pupil of Ned Wayburn.

#### Flair For Clothes

Among the younger set of Hollywood's motion picture world, Patricia Ellis stands out as one of the smartest-dressed girl in the exacting milieu of the screen. She has a flair for clothes, chooses her costumes with taste and wears them with distinction.

To her work on the screen, Patricia brings all the energy, and enthusiasm of youth. Her attitude on the set is

that of one who is absorbing and learning something valuable from everything that happens around her. She is a keen student of the methods and technique of the various stars she plays with.

#### Learned From Arliss

No two greater contrasts could be imagined than Joe E. Brown and George Arliss. Patricia has played with both stars, and enriched her knowledge of acting by her association with each. She still chuckles over the real attack of stage-fright she felt, the first day she walked on to the set of "The King's Vacation" to play a scene with Mr. Arliss.

"It didn't last five minutes, though," she explained. "He put me so completely at ease that, before I knew it, I felt as though I had known him all my life."

Of Joe E. Brown, Miss Ellis said: "I thought I knew something about comedy until I found myself watching him rehearse a scene. And he's the sweetest thing about helping you. I got more valuable pointers from Joe E. Brown during "Elmer The Great"—little things, you know, that mean so much—than I could have discovered for myself in five years."

"Elmer The Great" is the screen version of the famous Ring Lardner-George M. Cohan stage success, with Joe E. Brown playing the title role of Elmer Kane, world's champion batter. Mervyn LeRoy directed this laugh-epic of big league baseball, while the screen play is by Tom Geraghty.

Important members of the supporting cast are Preston S. Foster, Frank McHugh, Claire Dodd, Sterling Holloway and Berton Churchill.



# CURRENT FEATURES

## One Doesn't Just "Meet" Joe E. Brown at Train

Famous Comedian Always Keeps in Character and Therefore Must Be Greeted With a "Gag"

By CARLISLE JONES

MEETING Joe E. Brown at the train, it seems, involves one major problem.

You've gotta have a gag.

The slightly hysterical young guide from the First National studio explained it all to us on the way to Pasadena station, where the wide-mouthed comedian was to get off the train on his return from New York to start work on his latest picture, "Elmer the Great," now showing at the . . . Theatre.

"Meeting Joe," he said, "is a little different. You've just gotta have a gag."

We had several gags; four of them. Lovely young things from the studio stock company rode to Pasadena with us, garbed in bathing suits, baseball caps and overcoats. Another gag was tied to the outside of the car, a gigantic baseball bat, fashioned hurriedly in the studio mill an hour before train time.

"It's a great idea," explained the guide, rocking with ill-concealed enthusiasm. "It isn't my gag, but it's a great idea. You see Joey's last picture is about swimming, 'You Said a Mouthful.' And his next one is about baseball. So we tie it all up, see, and make pictures. We've got girls in bathing suits and baseball caps and a big baseball bat. It's a swell gag."

### Always an Event

Meeting Joe E. Brown at a train, it turned out, is a little like welcoming a returning senator. There are babies to be kissed (Joe's own baby) and girls to be hugged (studio girls), and there are cameramen galore anxious to photograph the returning hero doing both.

Joe E. Brown had been gone four weeks. You would have thought he had been away four years. The welcoming party took over the quiet little Pasadena station and turned it momentarily, into a two-ring circus.

The family chauffeur arrived with the big, seven passenger sedan, bringing little Mary Elizabeth Ann Brown and her nurse. The four girls took off their overcoats and stood about shivering in their abbreviated swimming clothes in order to be ready when the train came.

From some secret source the guide produced four regulation baseball bats as well as the big one that had been tied to the side of the car. It was pointed out that while there was no ball to make the illusion complete, neither was there any swimming pool handy to make the costumes seem appropriate. But to all of this he turned a deaf ear. It was, he insisted, a good gag.

In due time the train arrived and Joe E. Brown, preceded, properly enough, by Mrs. Brown, appeared in the door of the Pullman car. Joe E. wore a broad grin, as well as regula-

tion clothing and a green hat and in his right hand he held a turtle.

### Had His Own "Gag"

"Gosh," yelled the guide, "Joe's got a gag of his own."

So he had. Allowing the comedian a scant thirty seconds to greet his family, Joe and the turtle were hustled to a selected spot on the station platform where studio and news service photographers were gathered.

Joe's grin widened in appreciation as we explained the purpose of the four bathing beauties in baseball caps. He deposited the turtle in the arms of an innocent bystander and proceeded to register amusement for the cameras.

This was temporarily interrupted by the arrival of Joe's two nearly grown sons, Don and Joe E. Junior.

Meanwhile a crowd had gathered and the innocent bystander was having difficulty with the turtle. Auto-graph collectors were shoved out of the circle and the girls brought back in.

The cameramen fairly flew about. They suggested this pose and that. They put Joe in the center and the girls around him. They put the girls in the center and Joe, as much as possible, around them.

"The light's going," warned the photographers.

Out went the girls and in came the turtle, for photographs.

"You see," our guide explained again on the way back to the studio, "meeting Joe E. Brown is a little different. You can't just go to the train and say 'Hello, Joe.'"

"You've gotta have a gag."

Joe's latest picture, "Elmer the Great," is based on the rollicking stage success by Ring Lardner and George M. Cohan. There is a strong supporting cast, which includes Patricia Ellis as his leading lady, Frank McHugh, Claire Dodd and Preston S. Foster. The screen play by Tom Geraghty was directed by Mervyn LeRoy.

## Joe E. Brown Couldn't Be Funny by Any Other Name

WHAT'S in a name, anyway; especially in a name like Joe E. Brown?

In Hollywood the Smiths become Pickfords, the Ullmans are known as the Fairbanks, but Joe E. Brown stands by the good old moniker of Brown. A brave man who dared fate to down him with a common name and lived to have a laugh on all the name changers in the name-changingest city in the world.

All the Smiths and Joneses and Johnsons and Millers should take heart at this. Joe E. Brown, a plain man with a plain name and a plain face who has made good in a city where there are fifteen hundred other Browns in the telephone directory, including five other "Joe Browns" and at least a hundred "J. Browns." For that matter Joe E. did pretty well in New York, where there must be three or four times as many Browns as there are in Hollywood and Los Angeles.

And Joe E. Brown, by any other name, could never be so funny.

Not Joseph E. Brown, mind you; nor yet J. Evan Brown; or even J. E. Brown. Just Joey Brown as you say it, Joe E. Brown as it reads in the program. Try to imagine going to see J. Evan Brown in "You Said a

Mouthful" or Joseph E. Brown in "Elmer the Great," his latest First National comedy now showing at the . . . Theatre.

It doesn't seem to fit. You can't say it easily. But Joey Brown slides off your tongue with an ease and dispatch that shows you it is exactly the right moniker for a comedian who wants to make people laugh.

### Just Grew on Him

Just when it was that Joey happened upon the happy contraction of

## Joe E. Brown Comedy Held Up Two Weeks by Storms

"Little drops of water, little grains of sand,  
Make the mighty ocean and the beautiful land."

THAT'S the way they taught the rhyme to the children, but there's another side to that "little drops of water" gag. Take enough little drops of water to make a good rainstorm, and enough little grains of sand to make a baseball park, let them get all mixed up together for a period of two weeks, with a motion picture company standing by, day after day, tearing its hair and waiting for a chance to shoot a baseball game—and you get a rough idea of some of the difficulties connected with making a picture like "Elmer the Great" during California's winter months.

It required only two days to make the scenes for the World Series game that forms the climax of Joe E. Brown's latest starring comedy for First National, now showing at the . . . Theatre. But it took two weeks of waiting for the rain to stop and give the sun a chance to dry out the field sufficiently to stage any kind of a game on it that wasn't a water sport.

### Everything Filmed, but—

Several days before the two weeks had elapsed and the last storm had done its worst, Mervyn LeRoy, director of the picture, had finished filming the other sequences in the story. The rest of the picture was safely in the laboratory—and still the rain continued.

If it had been just an ordinary World Series game that was to be shot, the game could have been photographed earlier in the picture. It wasn't just an ordinary game, however. Most of it was to be played during a rainstorm, with the field getting muddier and muddier with each inning.

The night before Joe E. Brown and the company was scheduled to move into the baseball grounds at Wrigley Field, the rain broke. It was a driving downpour that lasted two days.

First National production executives simply revised the schedule and the company continued shooting on the stages at the big Burbank studio. A day of sunshine followed. The field was inspected. "Elmer the Great" called for a muddy field, but not one of the consistency of a good porridge.

One more day of sun would harden it enough to go ahead with the game, the studio men agreed. If it didn't, they'd spray the ball grounds with gasoline and help nature with the drying-out process.

### Another Storm

Nature, however, had another trick up her sleeve. The next day another storm rolled over the mountains from the north—and the best-laid plans of the production office went agley.

his own name is a little indefinite, even to Joey. It just sort of grew on him because it fitted. There was a time when he seriously considered changing it. That was along about the time he quit the "Five Marvelous Ashtons" because of a broken leg and got ready to go out on his own. He threatened himself momentarily with some such nomenclature as "Marvel Ashton" or even "Ashton Marvel," and for a few ghastly moments it is said he considered "Richard E. Brownfield" as a possibility.

Think of what we were all saved. "Richard E. Brownfield" is in "You Said a Mouthful" or "Richard E. Brownfield" in "Elmer the Great."

"But no," said Joe E. Brown to himself on the auspicious day when he decided to leave well enough alone as far as his name was concerned. "No indeed. The Blythes can be Barrymores and the Stevens can become Stanwycks and the Booths and the Barthelmesses can all keep their high sounding monikers. I'll keep Brown. Joe E. Brown."

There is little truth, then, in the report that Joe got his comical name through the economy of the first New York producer who put that name in lights. There has been a rumor that Joey wanted "Joseph E. Brown" put up on the theatre front even then,

but that, because he was fifth on the roster of stars in the show, there were no "p's" left when it came time to put his name up and so it was shortened to Joe E. Brown.

### The Real Story

At that time Joey didn't care how they spelled his name just so they spelled it out in lights. He had picked "Joe E." for a handle long before that eventful morning. They could just have put up the word "Brown" and Joey would have appeared in the show just the same. He was that pleased over seeing the word "Brown" in white lights on Broadway.

Does Mrs. Brown Have "Mrs. Joseph E. Brown" on her cards? She does not! Is Junior Brown "Joseph E. Brown, Jr."? He is not! It's Mr. and Mrs. Joe E. Brown and all the little Browns and they are all proud of it.

That's what's in a name like Joe E. Brown. He couldn't be half so funny without it.

Joe's latest picture is a screamingly funny comedy based on the play by Ring Lardner and George M. Cohan. He has a strong supporting cast, which includes Patricia Ellis, Frank McHugh, Claire Dodd and Preston S. Foster. The screen play by Tom Geraghty is directed by Mervyn LeRoy.

Supporting Joe E. Brown in Tom Geraghty's screen version of the famous Ring Lardner-George M. Cohan comedy success are Patricia Ellis, Claire Dodd, Emma Dunn, Russell Hopton and Sterling Holloway.

Nearly two weeks after the company had been scheduled to go to Wrigley Field for the first time, they actually moved into the ball park, and the members of two teams—professional ball players, and many of them big leaguers with World Series contests to their credit—faced each other on the diamond for the benefit of the cameras.

That's why there was a deep, heartfelt wave of relief and rejoicing at Warner-First National studios when the final scenes of the game in "Elmer the Great" were safely "in the box."

One or two light showers came up and kept the company in suspense, but they could not be said to have made any difference. The last scenes in the picture—except for the baseball game—were shot, everybody was standing by on call, ready to don baseball uniforms and dash out to the field—when a third storm hove in sight, and added another inch and a half of rain to a situation that was already "all wet."

It looked like three strikes and out for "Elmer the Great," but finally Jupe Pluvius decided, apparently, that Elmer and his World's Series game were entitled to a break.

Finally storm No. 2 ran its course and disappeared. But Wrigley Field was soggy than ever and everyone at the Warner-First National studio knew that it would take at least forty-eight hours to get the grounds into condition, even for a muddy game like the one they had to make.

## Current Shorts

### Joe E. Brown Trying for Family Ball Team

Joe E. Brown, who has the stellar role in First National's comedy, "Elmer the Great," now showing at the . . . Theatre, wants a family big enough to have a ball team. He already has an amateur team in Hollywood and owns a third interest in the Kansas City professional club, but he wants one in the home circle.

He has two sons as a starter, Donald and Joe E., Jr. He has adopted Mike Frankovich, U. C. L. A. star athlete, who is now a member of his household. Joe himself makes the fourth member of the team, and the other five he's says he's going to get, even if he has to adopt them he says.

Just so there will be spectators, he adopted a baby girl during the production of the picture. So he now has three cheer leaders in the family, his wife, his own daughter, Mary Elizabeth Ann, and the newly adopted baby, Kathryn Francis.

"Elmer the Great" is based on the famous baseball stage epic by Ring Lardner and George M. Cohan.

### When Joe E. Brown Slid Home Safely

The "dirtiest" ball game ever played takes place in Joe E. Brown's latest starring picture for First National, "Elmer the Great," now showing at the . . . Theatre. Not the kind of dirt that would alarm a censor or call for a grand jury investigation, but just good, healthy, earthy dirt—or, to be more exact, mud. The World Series game which constitutes the climax of "Elmer the Great," taken from the stage hit of Ring Lardner and George M. Cohan, is played in a driving rain and a sea of mud. Every member of the team is mud-splashed from head to foot, but the great, big laugh comes when Joe, as the team's champion batter, slides home through the mud with the winning run. Joe dove into the mud head first and what a sight he presented!

### Mervyn Le Roy Adept at Comedy and Drama

Mervyn LeRoy, who was acclaimed by the National Board of Review for directing one of the finest dramatic productions of 1932, "I Am a Fugitive from a Chain Gang," starring Paul Muni, shows his versatility by being quite as adept in the comedy line. His latest picture is Joe E. Brown's starring vehicle for First National, "Elmer the Great," which is now showing at the . . . Theatre. LeRoy also directed Brown in "Local Boy Makes Good." In "Elmer the Great," Patricia Ellis, the talented seventeen-year-old Broadway player, has the leading feminine role. The picture is based on the baseball epic of the stage, written by Ring Lardner and George M. Cohan.

### Giant's Ex-Mascot in Joe E. Brown Comedy

Charles Wilson realized a childhood ambition when cast for the role of a baseball scout in Joe E. Brown's latest First National comedy, "Elmer the Great," now playing at the . . . Theatre. This is the first connection that Wilson has had with baseball since he was mascot for the Giants when he was a boy. At that time he yearned to stand up at the plate and slug out a few or stand in the pitcher's box and twirl some fast ones. Instead he became an actor who has had a long and successful stage career before entering pictures. "Elmer the Great" is based on the baseball epic by Ring Lardner and George M. Cohan.

### Joe E. Brown Avid Baseball Collector

Joe E. Brown has a collection of hundreds of baseballs, scores of baseball bats, and a large assortment of gloves, masks, body protectors and shin guards, as well as about twenty uniforms.

Every one of the baseballs and most of the bats have been autographed by big league players and presented to Joe, who knows nearly all the baseball players from coast to coast. The 35 big leaguers who played with Joe in the First National picture visited his home to look over Joe's collection.



# PLANT THIS SERIES OF ANECDOTES WITH YOUR LOCAL SPORTS EDITORS

Note to the Exhibitor:—These six amusing anecdotes by Joe E. Brown, dealing with baseball players, made quite a hit when published in the Chicago Daily News.

We suggest you plant them with the Sports Editor of your local newspaper, using three stories for advance publicity and three during the run of your show. Mats of Joe E. Brown shown in the head are available at your exchange.

No. 1



## JOE E. BROWN opens his MOUTH

Cut No. 9 Cut 15c Mat 5c

By JOE E. BROWN

(Movie comedian, ex-ball player and part owner of the Kansas City Blues, whose latest First National comedy picture, "Elmer the Great," comes to the . . . Theatre . . .)

Many good stories are told about Jay Kirk, who was the best batter in the American Association for a number of years.

He cared about nothing but his hits. If his team were taking a 10 to 0 lacing, he would still be whistling if he got a couple of hits.

I met him one night in Toledo and asked him who won the game.

"I don't know," Jay replied, "but I got three hits."

One spring while he was with Louisville he and Mrs. Kirk were living in a pretty little cottage at the edge of town. After the opening day game Mrs. Kirk saw him coming down the street, rushed out, put her arms

around his neck and said: "How was the game, Jason; was there a big crowd?"

Jay with a big smile said: "The old boy was smacking 'em today, sweetheart. Three hits, one for the circuit." He gave her a kiss and into the house they went, arm in arm.

Next day, same time, Mrs. Kirk saw her "Jason" coming, dashed out to the gate to greet him with: "How was my boy today?" Did you win, Jason?"

Jason said: "Four hits outa four times up, honey. Looks like the old boy's going to have a big season." He led her into the house with his arm around her waist.

Next day she saw her boy coming after the game, rushed out to meet him, yelling happily: "Well, did my 'Jason' have a big day today?"

"Jason" pushed her aside and said, in a gruff voice: "The woman's place is in the kitchen."

No. 2



## JOE E. BROWN opens his MOUTH

Cut No. 9 Cut 15c Mat 5c

By JOE E. BROWN

(Movie comedian, ex-ball player and part owner of the Kansas City Blues, whose latest First National comedy picture, "Elmer the Great," will open at the . . . Theatre . . .)

In the fall of 1920 the Cleveland Indians were fighting for the American League pennant.

Badly in need of pitchers, Tris Speaker acquired Walter Mails (or "The Great Mails," as he called himself) from the Coast League. He pitched and won nine games and practically won the pennant for Speaker's club single-handed. Mails was and still is known as a great clown.

One day in Oakland he had worked the first game of a double-header. Pat O'Shea was umpiring and, according to Mails and about every fan in the park, Pat hadn't called one decision correctly. Just before the start of the second game Mails walked up to the plate where O'Shea was standing, followed by players of both teams. Walter removed his cap and made a

flowery speech about "the great esteem in which we hold you and it is with great pleasure we present you with this cup," and handed Pat a tin drinking cup.

O'Shea said: "What's the idea of this cup?"

Mails said: "We'll have the pencils later!"

Another day in Portland the "great one" had a one-run lead—ninth inning, two men on bases and Jim Poole, the hardest hitter in the league, at bat. Walter walked off the pitching mound up to the plate, put his arms around Poole's shoulders, took off his cap and addressed the grand stand: "Ladies and gentlemen, you are looking at the greatest pitcher and the greatest hitter in the world. After I pitch to the greatest hitter in the world one of us is going to be a bum. He then walked back on the pitching rubber and proceeded to strike Jim out on three pitched balls.

He took off his cap, bowed and said: "I'm still the greatest pitcher in the world."

No. 3



## JOE E. BROWN opens his MOUTH

Cut No. 9 Cut 15c Mat 5c

By JOE E. BROWN

(Movie comedian, ex-ball player and part owner of the Kansas City Blues, whose latest First National comedy picture, "Elmer the Great," will open at the . . . Theatre . . .)

Baseball has had many colorful characters, but few to compare with "Ping" Bodie, who played for a number of years with the Yankees and White Sox. "Ping" didn't have the advantage of an education, but he didn't need an education to know how to "smack the old American potato," as he called it.

"Ping's" family lived just back of right field in San Francisco, and they used to sit on the upper porch and watch the games. One day "Pizzola" went back after a long fly and crashed into the cement wall, bounded back about fifteen feet and laid there

—dead to the world. The players all rushed out and started to fan him. Some one threw water on him and finally "Ping" sat up, looked around dizzily and said: "Hey, you fellers, stand back so my folks can see me."

A couple of years ago "Ping" got a job umpiring in a California league. One day fans disagreed with him on about every decision he made. Finally "Ping" called time, took off his mask and protector, waddled up to the fifth row in the grand stand and sat down—settled himself and yelled "Play ball!"

The home manager rushed up, put his nose through the screen and yelled:

"What's the idea?"

"Well," "Ping" answered, "if these guys can see 'em better from here then this is where I sits. Play ball!"

No. 4



## JOE E. BROWN opens his MOUTH

Cut No. 9 Cut 15c Mat 5c

By JOE E. BROWN

(Movie comedian, ex-ball player and part owner of the Kansas City Blues, whose latest First National comedy picture, "Elmer the Great," is now playing at the . . . Theatre . . .)

The hero of this story is "Bugs" Raymond, a great pitcher who never failed to live up to his nickname.

"Bugs" was a lover of raw tomatoes, always had a bag of them in his hand or one in his pocket.

The Giants, of which team he was a member, were making the jump from New York to St. Louis. "Bugs" was the first in the diner, had finished his dinner and was sitting on the back platform of the observation car with his bag of tomatoes, eating away on one.

The train drew up at a small town

in Pennsylvania. There was a husky young fellow sitting on a truck. "Bugs" yelled at him, "Hey, Rube." The young fellow called back good-naturedly, "Yeah, I guess I am a rube, but I've probably got the money for those tomatoes you are eating."

"Bugs" had no answer and was a little burned up. About this time the train started to draw out of the station. "Bugs" took a tomato out of the bag, wound up and let her fly. It was a perfect bull's-eye on the young fellow's forehead. "Bugs" started to do a dance on the back of the platform and said, "Who's the rube now?"

Just then the train stopped and started to back up. The young fellow got on and beat the daylights out of "Bugs."

No. 5



## JOE E. BROWN opens his MOUTH

Cut No. 9 Cut 15c Mat 5c

By JOE E. BROWN

(Movie comedian, ex-ball player and part owner of the Kansas City Blues, whose latest First National picture, "Elmer the Great," is now playing at the . . . Theatre . . .)

In the spring of 1926 the New York Yankees took to St. Petersburg a big catcher whom they drafted from Wilkes-Barre.

Smith was a big boy and proud of his strength, was constantly giving exhibitions by bending horseshoes or tearing telephone books. Two weeks after we arrived at St. Pete there wasn't a whole telephone book to be found in the St. Mark's Hotel.

We were playing poker about 2 o'clock one morning when Smith came in to look on. Finally asked, "Hey, fellas, what do yuh do with yure laundry?"

Joe Bush, who was a great clown, said: "Give it to Hug."

"Yuh mean the manager?"

"Sure. He takes care of it."

"Yeah, but it's 2 o'clock and I would like to get it out tonight."

Bullet Joe finally convinced the rookie that Huggins would feel hurt if Smith did not call him about it right away. Smith went to the phone and asked the operator for the manager's room. When the operator told him he could not connect him at that hour Smith said, "Oh that's all right, he wants me to call him." The operator took his word for it and after ringing a few times a sleepy voice answered, "What d' yuh want?"

Smith said, "This is Smitty—Smitty your catcher—say Hug, I've got three shirts, four collars and three pairs of socks. What'll I do with 'em?"

Hug yelled, "Don't do anything with them. Just take them back to Wilkes-Barre with you tomorrow."

No. 6



## JOE E. BROWN opens his MOUTH

Cut No. 9 Cut 15c Mat 5c

By JOE E. BROWN

(Movie comedian, ex-ball player and part owner of the Kansas City Blues, whose latest First National picture, "Elmer the Great," is now playing at the . . . Theatre . . .)

Along about 1909 or 1910 the Cubs took a big raw-boned catcher to the training camp with them. He was Ring Lardner's Elmer come to life.

He had led the South Atlantic League in hitting the previous year and had been given a diamond ring by the league as the most valuable player. He thought every one in the U. S. A. had heard of him.

In an exhibition game in Chattanooga—score tied—he was sitting on the end of the bench eating peanuts. Frank Chance turned to our hero and said: "Get a bat and hit for Lundgren; Archer is up first."

"I'll do her, Frank," the rookie

answered as he jumped up and started to paw over the bats.

Archer singled as Elmer started for the plate. Chance called him back and told him to lay it down.

"Whatta yuh say, Frank," he asked. When Frank made it clear that he wanted him to bunt he could hardly believe Chance wasn't joking, but finally said, "Oh, all right, you're the manager," then walked up to the plate, pushed his bat at the first ball pitched and popped a fly back of second base which was caught by the shortstop.

The big man from the bushes came striding back to the bench, threw his bat ahead of him and raising his voice so every one in the park could hear him, cried:

"Never again, never again will I change a three-base hit for a poppy up."

### What's Happening on the Warner-First National Lot

A new news service instituted by Warner Bros. presents the latest news from the Warner Bros.-First National studios, dealing with pictures in production—Hollywood previews—and about everything you should know about the coming product. It is called "What's Happening on the Warner-First National Lot."

Make use of this up-to-the-minute news, by planting it with your local movie editors, taking care to mention the fact that the picture will be shown at your theatre.

Write for this free service without delay. Address: Warner Bros. PUBLICITY DEPT., 321 West 44th Street, New York City.

### Advance Shorts

#### Joe E. Brown, Red-Hot Fan, Owns Ball Team

Once a big league player and always a baseball fan, Joe E. Brown waxed so enthusiastic over the game during the production of "Elmer the Great," which opens at the . . . Theatre on . . . , that he up and purchased a professional team.

Joe has always had his own baseball club in Hollywood, but when Tris Speaker called him up at the First National studios and said he would sell him a third interest in the Kansas City Ball Club of the American Association, he closed the deal immediately. Speaker and Lee Keyser, owner of the Des Moines Club, own the other two-thirds interest. "Elmer the Great" is the baseball comedy-drama written by Ring Lardner and George M. Cohan, which made such a tremendous hit on the stage. Joe has enacted the same role on the stage that he plays in the screen version.

#### Joe E. Brown's Mouth Has Lots of Company

Joe E. Brown has no corner on big mouths in Hollywood, but he has made it a valuable asset for his comedy work. Most actors have them, according to Perc Westmore, studio makeup specialist at First National. They go with the profession, he says.

As mouths go, George Arliss is as well equipped as the next one. Wallace Beery, when he wishes, can show a face cavity nearly as large as the wide-mouthed comedian. Even Richard Barthelmess, with his long and slightly crooked smile, offers no handicap to the exploring dentist, and Edward G. Robinson would be a runner-up in any wide-mouthed contest.

Joe in his latest picture, "Elmer the Great," which comes to the . . . Theatre on . . . , opens his mouth so wide, however, that it is difficult to believe he has any real competition in this respect.

#### "Elmer the Great" Star in Familiar Role

Joe E. Brown, who plays the title role in the First National screen version of the Ring Lardner-George M. Cohan stage hit, "Elmer the Great," which comes to the . . . Theatre on . . . , played the same role on the stage, and consequently was entirely familiar with the part before starting the First National picture.

The role is somewhat different, however, in many sequences, as the great World Series games and the action on the baseball field, which are only hinted at in the stage production, are actually carried out in the picture.

#### Film Baseball Scenes at the World's Series

A number of the scenes for "Elmer the Great," Joe E. Brown's latest starring picture for First National, which comes to the . . . Theatre on . . . , were taken during the World's Series games last Fall between the Cubs and the Yankees. The great climax of the picture, which is based on the stage play by Ring Lardner and George M. Cohan, is a World's Series game between these same two clubs.

Brown and Director Mervyn LeRoy attended the games with a cameraman and took many shots of the crowds in the grandstand, and some of the players in action. These scenes are incorporated in the picture.

#### Joe E. Brown Happy in His Baseball Role

Joe E. Brown, who has the role of the world's champion batsman in the baseball epic, "Elmer the Great," a First National picture now showing at the . . . Theatre, was for many years a ball player himself. He started on the St. Paul team and later was with the New York Yankees. He was no "Elmer the Great" in those days, however, for, according to his own version, he warned the bench for a year and then quit.



# 35 Big League Players in Joe E. Brown's Comedy

## Noted Comedian, Himself a Former Professional, Recruited Diamond Stars for 'Elmer the Great'

**T**HEY don't use real gangsters in gangster pictures, and they don't use real social register people in society pictures, but when Joe E. Brown starts out to do a baseball picture, that's a different story altogether.

Joe's hobby, avocation and one-time career was baseball, and even if Director Mervyn LeRoy hadn't insisted on it for the sake of technical realism, Joe certainly would have seen to it that none but real baseball players were used as baseball players in his latest First National comedy, "Elmer the Great," which comes to the . . . Theatre on . . .

Quite fortunately, the picture went into production during the winter months when many big league players were wintering in California. As Joe's acquaintance with the baseball world is nothing if not inclusive, all he had to do was call a few numbers, and the baseball players for the picture were cinched.

On the other hand, there isn't a baseball player that doesn't know Joe E. Brown personally (Joe always sees to that), and the answer to the phone calls invariably was: "Sure, Joe, excited to death"—even after Joe explained to these high salaried pill sluggers that their salaries would be equal to that of extras.

This telephone raid of Joe's brought in such players as Ernie Orsatti of the St. Louis Cardinals; Charles Root, Babe Herman and "Tut" Steinback of the Chicago Cubs. Steinback is the boy who was recently bought from the Los Angeles Ball Club for \$75,000 and three players.

The Pittsburgh Pirates are represented by three players, Larry French, Bill Brubaker and Jim Crandall. Last year, the latter two were playing on Joe's own semi-professional team where they were discovered by Pittsburgh. Jim Crandall is the son of old "Doc" Crandall, former pitcher for the New York Giants.

### All Friends of Joe

Wally Berger of the Boston Braves is another who became actor at Joe's request, and to top things off Beans Reardon, National League umpire, played the umpire in the picture.

Some thirty-five players altogether were rounded up, most of the others being on the Pacific Coast League or ex-Big League players. Some of the latter are Ray French, once with the White Sox; L. Woodall, who once played for Detroit; George Burns, formerly of the Philadelphia Athletics; J. Bassler, another former Detroit player; Ray Jacobs and Wally Hood, formerly with the Chi-

cago Cubs; Truck Hannah of the New York Yankees, and Arnold Stutz, who played for both the Giants and the Cubs.

Two college football and baseball players also signed up as extras in the baseball sequences. One of them is Mike Frankovich, star quarterback on the U. C. L. A. football team who lives with the Brown family as Joe's protegee, and "Cotton" Warburton, greased streak of lightning of the U. S. C. grid team.

Among the Pacific Coast League baseball players are Frank Jacobs, Dutch Lieber, J. Powers, Fred Berger, Tony Rego, A. Gleason, H. Burger, Imdkelhoper, Charles Moncrief, Kett, and Holdstaker.

To be further certain that no technical errors creep in, as though it could be possible with such an aggregation of baseball talent, the post of technical director and manager of the ball playing personnel was given to Frank Schellenback, star pitcher of the Hollywood Baseball Club, and considered one of the most valuable players on the Coast League.

And last but not least, Joe E. Brown himself can show credentials of eighteen years of ball playing which terminated professionally in 1926 when he spent a season on the bench with the Yanks. To make him still more eligible, he recently became part owner of the Kansas City Ball Club, thus giving him what might be called all-round experience from the ground floor up.

Thus, even though they don't use real gangsters in gangster pictures or real soldiers in war pictures, it's something else altogether when Joe E. Brown makes a baseball picture.

"Elmer the Great" is based on the stage comedy by Ring Lardner and George M. Cohan. Among the supporting players are Patricia Ellis, Frank McHugh, Claire Dodd and Preston S. Foster. Mervyn LeRoy directed while Tom Geraghty wrote the screen play.

## NOTE TO EXHIBITORS

These four mats, available at your exchange, should be planted with the Sports Editors. They are newsy and will serve to sell your show to the baseball fans.

### Big League Movie Stars With Their Baseball Pals



Making a baseball movie in California during the winter months is a cinch, as First National discovered when making "Elmer the Great," starring Joe E. Brown, which comes to the . . . Theatre next . . . Joe, instead of the casting director, dug up the ball players who were wintering in California for his comedy. Here he is among a few of the 35 big leaguers who appear with him in the picture. Left to right: Babe Herman, Chicago Cubs; Mervyn LeRoy, who directed "Elmer the Great"; Ernie Orsatti of the St. Louis Cardinals; Bill Brubaker of the Pittsburgh Pirates; Joe E. Brown; Wally Berger of the Boston Braves; Larry French of the Pittsburgh Pirates, and Tut Steinback of the Chicago Cubs. Cut No. 14 Cut 45c Mat 15c



### TWO GREAT PITCHERS MAKE FACES

Lon Warneke, champion pitcher of the Chicago Cubs, has a great time trying to out-face Joe E. Brown, who tosses his comedy right at your funny bone in his latest picture, "Elmer the Great," which comes to the . . . Theatre next . . . This picture was taken while the Cubs were training at Pasadena, where Joe E. Brown was always to be found talking baseball with his pals on the Cub team. Cut No. 15 Cut 45c Mat 15c

## Two Kings of Swat in Real and Reel Life



The funny looking guy with Babe Ruth is none other than Joe E. Brown, former big league ball player and now a star comedian of the screen. In his latest picture, "Elmer the Great," which is now

Cut No. 12 Cut 45c Mat 15c

## Baseball Players Turn Actors With Joe E. Brown



Dress 'em up in uniforms, and it's hard to tell actor baseball players from those who earn their living on the diamond. Especially when the actors themselves are former baseball players who look right at home in a uniform. Here are Ray Jacobs, formerly of the Chicago Cubs; Joe E. Brown, comedian star of "Elmer the Great," which opens next . . . at the . . . Theatre; Preston S. Foster, who is the star's team captain, and Truck Hannah, former catcher for the New York Yankees. They all take part in the baseball comedy with Joe E. Brown. Cut No. 13 Cut 45c Mat 15c



# ADVERTISING SECTION



**SEE AMERICA BURST**

a button bellowing at this pennant-winning panic that does blondes and baseball up Brown! By actual count, more laughs than "You Said a Mouthful" and "Fireman, Save My Child."

**JOE E. BROWN**  
in  
**"ELMER THE GREAT"**

A First National Picture with  
Patricia Ellis, Frank McHugh,  
Claire Dodd, Preston Foster

**STRAND**

Cut No. 38 Cut 60c Mat 15c  
387 LINES



**SEE AMERICA BURST!**

Bang go Uncle Sam's vest-buttons, bellowing at this pennant-winning panic that does blondes and baseball up Brown! By actual count, more laughs than "You Said a Mouthful" and "Fireman, Save My Child."

**JOE E. BROWN**  
in  
**"ELMER THE GREAT"**

A First National Picture  
with Patricia Ellis, Frank  
McHugh, Claire Dodd,  
Preston Foster

Cut No. 30 Cut 40c Mat 10c  
262 LINES



**IT'S BATTY!  
COCKEYED! GOOFY! NERTS!**

**JOE E. BROWN**  
in  
**"ELMER THE GREAT"**

**See America Burst**

a button bellowing at this pennant-winning panic that does blondes and baseball up Brown! By actual count, more laughs than "You Said a Mouthful" and "Fireman, Save My Child." The only story he's ever had that's as funny as Joe himself — written by famous George M. Cohan and Ring Lardner. Produced by First National.

**STRAND**

with Patricia Ellis, Frank  
McHugh, Claire Dodd,  
Preston Foster

Cut No. 31 Cut 80c Mat 20c  
312 LINES

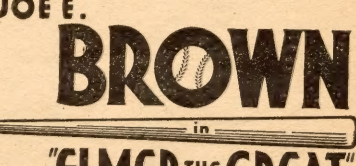


See America  
**BURST**  
its sides  
laughing at

**JOE E. BROWN**  
in  
**"ELMER THE GREAT"**

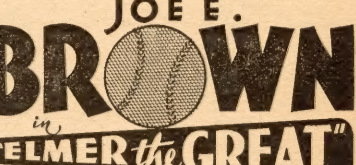
A First National Picture

Cut No. 29 Cut 20c Mat 5c  
39 LINES



**JOE E. BROWN**  
in  
**"ELMER THE GREAT"**

Cut No. 17 Cut 20c Mat 5c  
14 LINES



**JOE E. BROWN**  
in  
**"ELMER THE GREAT"**

Cut No. 18 Cut 20c Mat 5c  
14 LINES



**IT'S BATTY!**  
COCKEYED! GOOFY! NERTS!



**JOE E. BROWN**  
in  
**"ELMER THE GREAT"**

with Patricia Ellis, Frank McHugh, Claire Dodd, Preston Foster

**See America Burst**  
a button bellowing at this pennant-winning panic that does blondes and baseball up Brown! By actual count, more laughs than "You Said a Mouthful" and "Fireman, Save My Child." The only story he's ever had that's as funny as Joe himself — written by famous George M. Cohan and Ring Lardner. Produced by First National.

**S T R A N D**

Cut No. 34 Cut 60c Mat 15c

174 LINES

**IT'S BATTY!**

**JOE E. BROWN**

When they yelled "play ball" Elmer played dead — because he couldn't get to first base with the girl who left him behind!

**"ELMER the GREAT"**

• Funniest of all his First National pictures with—Patricia Ellis—Frank McHugh—Claire Dodd—Preston Foster




**S T R A N D**

Cut No. 26 Cut 40c Mat 10c

136 LINES

**STRAND**

He had to wake up three times a day to eat!

**HAPPY DAYS ARE HERE AGAIN!**  
Beer's here —  
The banks are open —  
Prosperity's back—and so is

**JOE E. BROWN**  
in  
**"ELMER THE GREAT"**

Statistics show he's funnier than ever as a home-run king who couldn't get to first base with this blonde...When she saw red! A First National Picture





Cut No. 27 Cut 40c Mat 10c

172 LINES

**THEY COULDN'T MAKE A DUMMY OUT OF ELMER... Nature had beat them to it!**

See the bambino of the laugh league in the only story ever written that's as funny as Joe himself!

**JOE E. BROWN**  
in  
**"ELMER the GREAT"**

A First National hit with Patricia Ellis, Frank McHugh, Claire Dodd, Preston Foster

**S T R A N D**







Cut No. 28 Cut 40c Mat 10c

110 LINES

See the man with the air-cooled tonsils doing blondes and baseball up Brown!

**JOE E. BROWN**  
in  
**"ELMER THE GREAT"**

With Patricia Ellis, Claire Dodd, Frank McHugh

**S T R A N D**




Cut No. 22 Cut 40c Mat 10c

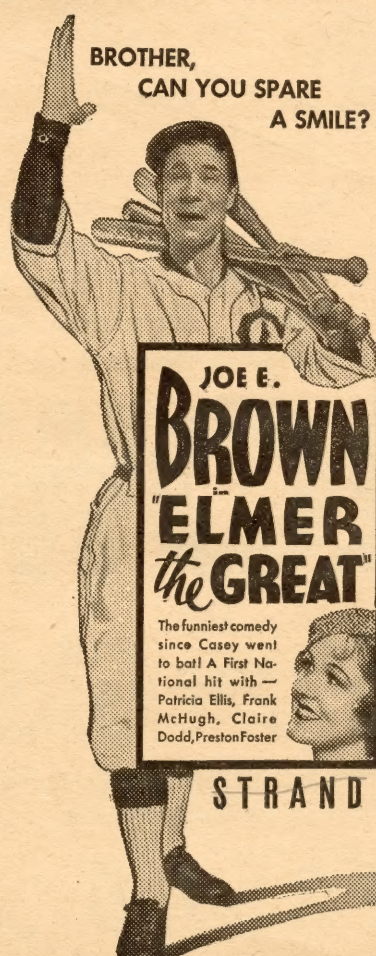

140 LINES

**BROTHER, CAN YOU SPARE A SMILE?**

**JOE E. BROWN**  
in  
**"ELMER the GREAT"**

The funniest comedy since Casey went to bat! A First National hit with—Patricia Ellis, Frank McHugh, Claire Dodd, Preston Foster

**S T R A N D**

Cut No. 19 Cut 20c Mat 5c



71 LINES

**HIS PAN PANICS MILLIONS!**

**JOE E. BROWN**  
in  
**"ELMER the GREAT"**

The only story he's ever had that's as funny as Joe himself! A First National Picture.

**S T R A N D**

Cut No. 24 Cut 20c Mat 5c

73 LINES



**STRAND**  
Coming  
At You!

A Pennant-Winning Panic  
of Baseball and Blondes!

JOE E.  
**BROWN**  
in  
**"ELMER THE GREAT"**

The only story he's ever had that's as funny  
as Joe himself — written by famous  
Ring Lardner and George  
M. Cohan!

A First National  
hit with  
Patricia Ellis  
Frank McHugh  
Claire Dodd

Cut No. 37 Cut 60c Mat 15c  
**282 LINES**

"AT-A-BOY, ELMER!"  
"HE HITS THE CUTEST HOMERS!"  
"WHAT A MAN!"  
"BABE RUTH AIN'T IN IT WITH ELMER!"

He dreamt he was a hero — 'till  
he went to sleep on the bases!  
And he did it all for the  
girl who left him behind!

JOE E.  
**BROWN**  
in  
**"ELMER  
THE GREAT"**

The only story he's ever had that's  
as funny as Joe himself! With all these First  
National stars — Patricia Ellis, Frank  
McHugh, Claire Dodd, Preston Foster.

**STRAND**

Cut No. 25 Cut 40c Mat 10c  
**206 LINES**

She promised him a smile for  
every "single" — a kiss for every  
"double" — a hug for every  
"triple"... No wonder he broke the  
record for Home Runs!

JOE E.  
**BROWN**  
in  
**"ELMER THE GREAT"**

A Batty Comedy  
of Baseball and  
Blondes... From  
the famous play  
by Ring Lardner  
and George M.  
Cohan.

A First National Picture with Patricia Ellis, Frank McHugh,  
Claire Dodd, Preston Foster

**STRAND**

Cut No. 36 Cut 60c Mat 15c  
**254 LINES**

She promised him  
a smile for every  
"single"—a kiss for every  
"double"—a hug for every  
"triple"... No wonder he  
broke the record for Home Runs!

JOE E.  
**BROWN**  
in  
**"ELMER  
the GREAT"**

Elmer says —  
"Even a fellow like I has got to have  
plenty on the ball to get folks  
laffin' these days the way they  
are at this show... Brother, can  
you spare a smile?"

**STRAND**

Written by  
RING LARDNER and GEORGE M. COHAN!

Cut No. 32 Cut 40c Mat 10c  
**160 LINES**

JOE E.  
**BROWN**  
in  
**"ELMER THE  
GREAT"**

**STRAND**

Cut No. 33 Cut 40c Mat 10c  
**56 LINES**



**STRAND**



The family will see red if they don't see Brown—in this pennant-winning panic of baseball and blondes!

**JOE E. BROWN**  
in  
**"ELMER THE GREAT"**  
And great First National cast!

Cut No. 20 Cut 40c Mat 10c  
**72 LINES**

**STRAND**



**FUNNIER THAN CASEY ON A BAT!**

**JOE E. BROWN**  
in **"ELMER THE GREAT"**

The man with the air-cooled tonsils in a delirious comedy of baseball as it shouldn't be played, and love as it shouldn't be made . . . .  
Written by famous Ring Lardner and Geo. M. Cohan, and produced by First National with a whole team of stars — PATRICIA ELLIS, FRANK McHUGH, CLAIRE DODD, PRESTON FOSTER



He slid for home — and broke his contract!

Cut No. 35 Cut 60c Mat 15c  
**345 LINES**



**IT'S BATTY!**

**JOE E. BROWN**  
in **"ELMER THE GREAT"**

Cut No. 21 Cut 40c Mat 10c  
**56 LINES**

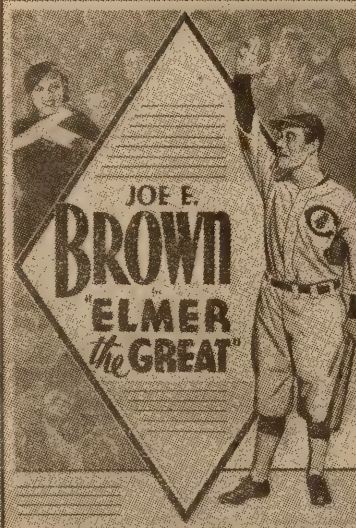
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**SPECIAL PUBLICITY ART**

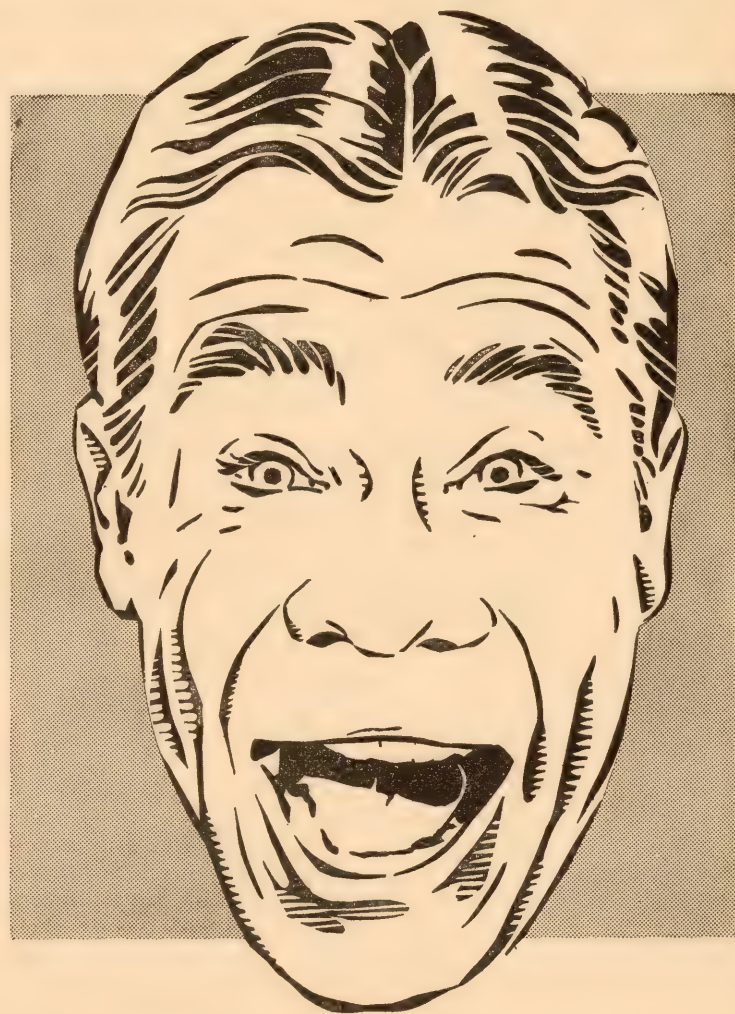


**HAPPY DAYS ARE HERE AGAIN!**  
Beer's here —  
The banks are open —  
Prosperity's back—and so is

**JOE E. BROWN**  
in **"ELMER THE GREAT"**



**JOE E. BROWN**  
in **"ELMER THE GREAT"**



Joe E. Brown is at his funniest in the First National comedy, "Elmer the Great." Prominent in the star's supporting cast are Preston S. Foster, Frank McHugh, Patricia Ellis and Claire Dodd.

Cut No. 23 Cut 30c Mat 10c



# EXPLOITATION SECTION

## Grand Stunt for Radio or Stage

Here is a dandy idea with which to sell "Elmer the Great," right from your stage, over the radio or via planting in a local newspaper. Note the last few words, which in the original read "Casey has struck out," have been left off purposely. This has been done to enable you to advise your audience or readers to see "Elmer the Great," starring Joe E. Brown, when it comes to your theatre, in order to see for themselves exactly what Elmer does in the picture.

### "ELMER AT THE BAT"

With Apologies to Ernest Lawrence Thayer

Author of "Casey at the Bat"

The outlook wasn't brilliant for the Chicago nine that day;  
The score stood four to two with but one inning more to play;  
And so, when Elmer died at first, and Burrows did the same,  
A sickly silence fell upon the patrons of the game.

A straggling few got up to go in deep despair. The rest  
Clung to the hope which springs eternal in the human breast;  
They thought if only Elmer could but get a whack at that  
They'd put up even money now with Elmer at the bat.

But Flynn preceded Elmer, as did also Jimmie Blake,  
And the former was a pudding and the latter was a fake;  
So upon the stricken multitude grim melancholy sat,  
For there seemed but little chance of Elmer's getting to the bat.

But Flynn let drive a single to the wonderment of all,  
And Blake, the much-despised, tore the cover off a ball;  
And when the dust had lifted and they saw what had occurred  
There was Jimmie safe on second and Flynn a-hugging third.

Then from the gladdened multitude went up a joyous yell,  
It bounded from the mountain-top and rattled in the dell;  
It struck upon the hilltop and recoiled upon the flat,  
For Elmer, mighty Elmer, was advancing to the bat.

There was ease in Elmer's manner as he stepped into his place,  
There was pride in Elmer's bearing and a smile on Elmer's face;  
And when, responding to the cheers, he lightly doffed his hat,  
No stranger in the crowd could doubt 'twas Elmer at the bat.

Ten thousand eyes were on him as he rubbed his hands with dirt,  
Five thousand-tongues applauded when he wiped them on his shirt;  
Then while the writhing pitcher ground the ball into his hip,  
Defiance gleamed in Elmer's eye, a sneer curled Elmer's lip.

And now the leather-covered sphere came hurtling through the air  
And Elmer stood a-watching it in haughty grandeur there;  
Close by the sturdy batsman the ball unheeded sped,  
"That ain't my style," said Elmer. "Strike one," the umpire said.

From the benches black with people there went up a muffled roar,  
Like the beating of the storm-waves on a stern and distant shore.  
"Kill him! Kill the umpire!" shouted someone on the stand,  
And it's likely they'd have killed him had not Elmer raised his hand.

With a smile of Christian charity great Elmer's visage shone,  
He stilled the rising tumult. He bade the game go on.  
He signaled to the pitcher and once more the spheroid flew,  
But Elmer still ignored it and the umpire said, "Strike two!"

"Fraud!" cried the maddened thousands and the echo answered "Fraud!"  
But a scornful look from Elmer and the audience was awed;  
They saw his face grow grim and cold, they saw his muscles strain,  
And they knew that Elmer wouldn't let that ball go by again.

The sneer is gone from Elmer's lips, his teeth are clenched in hate,  
He pounds with cruel violence his bat upon the plate.  
And now the pitcher holds the ball, and now he lets it go.  
And now the air is shattered by the force of Elmer's blow.

Oh, somewhere in this favored land the sun is shining bright,  
The band is playing somewhere and somewhere hearts are light;  
And somewhere men are laughing and somewhere children shout,  
But there's no joy in Chicago, mighty Elmer . . . .

**VOICE OF RADIO OR STAGE ANNOUNCER:** "In order that you may see for yourself just what Elmer, the mightiest batter in the league, did in this crisis, be sure to visit the . . . Theatre next week, when Joe E. Brown in "Elmer the Great" comes to the theatre. He's a great comedian, you must admit, but folks, compared to Joe E. Brown as Elmer, Babe Ruth is just a bush leaguer. Not only can Elmer knock down the fences in the ball parks, but he's a great pitcher who shoots his fine comedy right at your funny bone and never misses. You'll simply love him in "Elmer the Great."

## PRODUCTION STILL, GOOD FOR FINE NEWSPAPER CONTEST

This picture of Joe E. Brown, sliding into home plate, offers you an opportunity to grab off a lot of space for "Elmer the Great," by planting it with a newspaper in conjunction with an "Identity Contest," with prizes of tickets to the show to the first 25 who guess who he is.

Of course, this photo should be planted for publication before you start your publicity and advertising campaign.

## Mud Spattered But Happy, Batting Champion Slides Home Safely



Cut No. 11 Cut 30c Mat 10c

## Can You Name This Star for Puzzled Sports Editor?

Free Tickets to the Strand for First 25 Fans Who Can Furnish Name of Daring Base-runner

Our Sports Editor is in a quandary. He received this picture from one of our correspondents without any information as to the identity of the man sliding into the bag other than that the name of the umpire is "Beans" Reardon, famous National League ump.

Our correspondent, feeling in a facetious mood, simply wrote us that mud-splattered runner is a former big league baseball player who has become a great movie star. That the picture shows him sliding home through a sea of mud in the thrilling climax of his latest movie.

Not being as up to snuff in his knowledge of movie stars as he is of sports events, Our Sports Editor thought it would be a good idea to let

our reader movie fans identify the runner for him.

The manager of the . . . Theatre thinks he knows who the runner is. In fact, he states that the star's next picture, from which the scene is taken, will play the . . . Theatre starting next week. But he won't tell his name. Instead he is offering 25 pairs of tickets to "Elmer the Great" to the first 25 News readers who correctly state the name of the mud-splattered star.

Send in your answer at once, addressed to the "Elmer the Great Editor," care of the News. Tomorrow we will publish the name of the baseball player together with a list of those who won the tickets to "Elmer the Great."

## GET KIDS TO BOOST YOUR SHOW AND BOX OFFICE

Reorganize your Kiddies' Club or form a new club for the new Spring and Summer season with the definite purpose of exploiting Joe E. Brown in "Elmer the Great." Set this plan up far enough in advance of the opening of "Elmer the Great." Launch a drive for new members who are to canvass their friends to purchase tickets for "Elmer the Great." A percentage on each ticket sold by the club to be used as a special fund for the purchase of baseball uniforms and other sports paraphernalia.

This ticket-selling drive should not run more than two weeks. If necessary, it can be repeated at a later date.

### Organization Hints

1. Enlist the cooperation of a popular man in your town, who is an athletic instructor, scout master or social worker. With this man set yourself up as the co-sponsor of the club. Meetings to be held regularly at your theatre every Saturday or on special after-school matinees during the week. This in itself will start the habit of the kiddies coming to your theatre—eventually making regular patrons of them during vacation months.

2. Send a message to the parents and distribute circulars at the public schools, outlining your plans and calling for a general meeting of all the kiddies in your vicinity welcoming the parents to attend. Make it clear that there will be no dues to pay; that the regular admission price and regular attendance entitles the boys and girls to membership.

3. In organizing a club for boys and girls, be sure to include some feature of general interest to the girls such as sewing, painting, amateur picture taking, etc.

4. In every case be sure to center all interest in your theatre and the attractions you play. All baseball games and other outdoor events must not conflict with your regular show time. However, be sure to have banners advertising your theatre attractions at all these events.

4. Set up a complete program of Vitaphone shorts and cartoons to be shown as extra attractions on days that the club meets—devoting 20 to 30 minutes to the meeting before the show starts.

**REMEMBER YOUR KIDDIE BOOSTERS OF TODAY ARE YOUR REGULAR ADULT PATRONS OF TOMORROW!**



## Your Own Movie Magazine at Only the Cost of a Throwaway

Attractively gotten up in a four-page leaflet, with your theatre name at the head, this "Movie Magazine" is designed to bring in the customers.

This is the type of material that goes into the home, with women especially saving it for the rest of the family to read.

The beauty about this "Movie Magazine" is the fact that it concentrates upon selling each picture you play.

Prices include theatre imprint, top of magazine and back.

Fifty per cent of the order must accompany the order, balance C.O.D., F.O.B. New York City. Two per cent discount allowed if full cash is sent with order.

1000 to 3M.....\$4.00 per M  
4000 to 5M..... 3.75 per M  
6000 and over..... 3.50 per M

Order direct from

HOLLYWOOD PICTORIAL NEWS  
358 West 44th Street, N. Y. C.



FILL OUT FOR IMPRINT INFORMATION

(Theatre Name)

Address

Play Date

NOTE: Your imprint to include only the above information—3-col. ad as per sample to appear on back page.

## Joe E. Brown Contest For Most Popular Local Ball Player

WITH the 1933 baseball season just getting started and a host of new and old favorites of the diamond becoming hot news in the local sport pages, the inauguration of a "Joe E. Brown Popularity Contest" to determine the most popular local player is most certainly in order.

Your local newspaper is naturally a co-sponsor of this contest which can be conducted along any of the following lines.

1—If your city supports a regular professional league team, candidates can be confined to members of that organization.

2—Where a regular league team is maintained, three class divisions can be made; professional, semi-pro and amateur.

3—In situations where only semi-pro, college, school and regularly organized amateur teams are scheduled to play, the contest can be confined to determining the one most popular player from among all these divisions.

4—The determining of the most popular player in each individual class or combining into two divisions, one to include all college, high school and other local educational institutions. The second to combine all semi-pro and recognized amateur teams such as might be sponsored by an industrial plant, social club or fraternal organization.

### Offer Worthwhile Prizes

The grand prize to be offered in each class should be something worth while and conducive to getting out a heavy vote for the fan's idols. This can be either a substantial cash award, some article like a watch suitably engraved, a piece of classy luggage, etc. By tying in local merchants, the donation of these major prizes as well as other lesser awards would be contributed by them. Season passes and a theatre party to winners in each class should be furnished by theatre.

Announcements that a "Vote For Your Favorite Local Baseball Player" will be inaugurated to determine the most popular should be made in co-operating newspaper in at least two issues prior to beginning of voting. This will give individuals and groups time to organize and select candidates upon which to campaign.

Every bit of copy should tie in definitely with your "Elmer the Great"

engagement and play up the fact that Joe E. Brown won renown as a player.

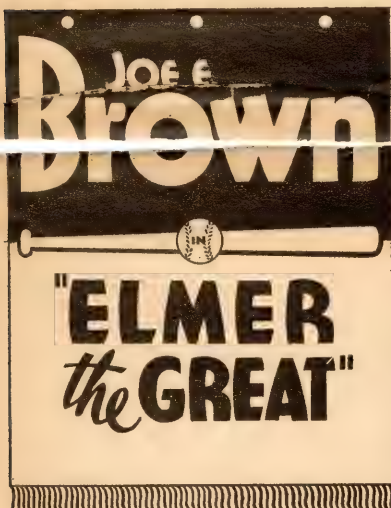
The day voting is to start, a ballot should be published and reprinted with each succeeding day's contest story. Every day a list of the candidates and their standing should be given. Similar ballots should be made available at the theatre for each paying patron and at the stores of each cooperating merchant for each cash customer. In order that the newspaper will get the fullest advantage of this stunt and adequate consideration for them the publicity given event, the value of ballots should be as follows: Each newspaper coupon to be good for Twenty Votes and those furnished by theatre and co-operating merchants Ten Votes each.

### Photos of Leaders

News photographer should snap leaders in the voting as contest progresses. The theatre should announce the "Joe E. Brown Popularity Contest" on screen, with throwaways and in lobby. Contest information and standing of candidates should be furnished patrons through these mediums each day at theatre. A display of the prizes should be made in lobby and windows of cooperating merchants should feature their donations and contest information. These dealers should also obligate themselves to featuring the contest in their newspaper advertising, and, if several are tied in to go for a single or double truck. Through every exploitation channel it should be definitely established that the contest has been prompted by Joe E. Brown who appears as a champion batter in "Elmer the Great."

Presentation of prizes to winner should be made a gala event at the theatre, early in engagement of the picture.

## BURGEE



In brilliant shades for suspension in lobby or marquee. 20x30 inches, on heavy canvas.

45c Each

MORRIS LIBERMAN  
729 B'way, New York, N. Y.

## Talking Cut-Out Good Lobby Idea

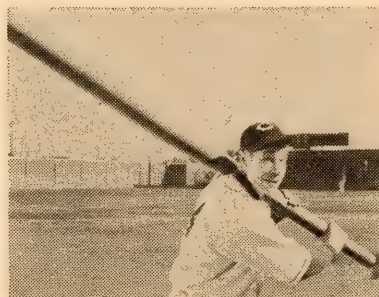
Here is a stunt that will get plenty of attention and provide many laughs as well. Place a life-sized cutout of Joe E. Brown in "ELMER THE GREAT" in your lobby. Surround it with stills from the picture, with interesting captions. A microphone is placed where the "announcer" can't be seen, but can see the persons looking at the display. The voice comes through an amplifier, in back of the mouth of the cutout, making announcements in the first person as if Joe E. Brown himself were talking. The voice mentions the highlights of the picture, the comedy situations, cast and names of big league ball players who take part in "ELMER THE GREAT."

The funny kick in this stunt is to address the persons standing near or approaching the cutout, saying: "Hello, Mr. Jones, that's a swell hat you're wearing—don't forget to come back next week to see me bat 'em out in 'ELMER THE GREAT.'" Or "Good evening, Mrs. Smith, I'm glad to see you and I hope you'll come to see me in 'ELMER THE GREAT.'"

Of course, it is wise not to get too personal, but keep mentioning names and you'll easily get their attention to plug the picture.

During the run of the picture, this stunt may be used as an effective ballyhoo in front of your theatre.

## Colored Lobby Enlargements



These attractive colored 38 by 42 enlargements will add interest to your lobby. They can be used as advance and current with "Elmer the Great." Priced individually at \$3.50 each. Set of three—\$10.00 per set. The scenes are the highlight flashes from the picture.

Order direct from PHOTOCOLOR STUDIOS, 220 West 42nd Street, New York City.

All prices are quoted f. o. b. New York.

## NOVEL BEER AND SOFT DRINK PAD



To enable you to get beer-minded patrons in a receptive state of mind for your showing of "Elmer the Great," a special beer coaster has been prepared which because of its attractiveness and usefulness will make a great hit.

The pad bears your theatre name and imprint. In addition to giving them out to your regular patrons, place them in beer parlors and soda fountains. Printed in red on a special heavy white colored stock 3 1/2 inches wide, which is a combination blotter and cardboard, the price, including your imprint, is as follows:

1 M.....\$9.00      5 M.....\$8.50 per M  
3 M..... 8.75 per M    10 M..... 8.25 per M

Order direct from

E. M. PLOTTE CO.

751 Drake Street, New York, N. Y.

## Make Every Kid a Walking Ad With Gilt, Baseball Medals



A grand way to sell the kids on "Elmer the Great" is to give them one of these very attractive miniature baseball medals, which every kid will wear on his coat. The entire illustration has been worked out in relief on a gold-plated metal. Equipped with a pin, each medal will serve as a walking ad for "Elmer the Great. You might be able to work a tie-up with stores to hand out one of these medals with each purchase. There are innumerable ways in which you can use these novelties to good advantage. They're attractive, they advertise the picture and they will be very much desired by the kids.

Inexpensively priced at the following:

1 M...\$10.00    3 M... \$9.50 per M    5 M...\$9.00 per M

Order direct from

H. L. ROSENTHAL, 28 Roberts Place, Irvington, New Jersey



## Score Cards Fine Sales Accessory

This helpful accessory can be inexpensively printed by any local printer and will serve to sell "ELMER THE GREAT" to baseball fans. Use the regulation baseball score form, printing in the names of players and positions. On the face of card have the following message printed: "WITH THE COMPLIMENTS OF JOE E. BROWN, STAR OF 'ELMER THE GREAT,' HIS GREATEST AND FUNNIEST BASEBALL COMEDY PLAYING AT THE STRAND THEATRE WEEK STARTING DATE." The reverse side should carry the highlights of the picture, using one of the advertisements illustrated in the merchandising plan.

Distribute these score cards at schools, fan "hangouts" and at the entrances of ball parks, and not overlooking the "sand-lots" where the boys play baseball.

### Baseball Schedule

Another valuable selling agent would be the distribution of local baseball schedules or the big league schedules, together with your own strong selling copy featuring Joe E. Brown in "ELMER THE GREAT." Secure the schedules from your local baseball team or newspaper; print them up in vest pocket size and distribute the same way as you distribute the score cards.

## 6 General Hints for Exploitation

1. Plant stills in all sporting goods stores, cigar counters and candy stores.
2. Special nights in honor of local ball club and visiting baseball teams. Invite team members to see the picture on these special nights. Advertise this strongly.
3. Have your local American Legion Post or other civic organization sponsor a theatre benefit on a percentage basis—proceeds to purchase baseball equipment for local ball team.
4. Make strong play for the kids. Hold a special after-school matinee—distribute heralds at schools and thru local newspaper.
5. Invite Orphanage to bring children to see "ELMER THE GREAT." Have local newspaper get a picture of this group in front of your theatre. It's good institutional publicity and will get extra space for "ELMER THE GREAT."
6. A swell cutout can be made from the art work on the 24-sheet. Set it up on your marquee with a spot or flood light for illumination at night. The three-sheet also makes an attractive cutout, which can be placed around your box office.

## Comedy Baseball Wind-up Contest

This stunt can be used in conjunction with the "Ballyhoo Contest" idea outlined elsewhere in this section or used as an individual exploitation feature.

Offer prizes of tickets to "Elmer the Great" and a small first prize award of cash (or baseball game merchandise) for the kid who demonstrates the funniest "wind-up" when pitching a baseball. Tie the event up with Joe E. Brown's famous comedy wind-up which most of the kids are familiar with.

Hold this "Wind-up Contest" in some park, lot or field near to center of town as possible and advertise the event through every medium at your command.

If possible arrange to make a newsreel of this contest as it will prove a sure-fire attraction during engagement of picture.

## Clever Baseball Game Novelty Will Help Sell Your Show



An ingenious little novelty which will greatly aid you in selling "Elmer the Great" is the baseball game novelty illustrated here. It is a novelty that is sure to be taken home and used. The game can be played by two or more people. Regular baseball scoring rules are used. The action depends upon the spinning of the disc, which is stapled in the center. Theatre name and date, in addition to rules for playing the game, are printed on the back. Size 3 3/4 inches. Prices are as follows:

1 M.....	\$8.50	5 M.....	\$8.00 per M
3 M.....	8.25 per M	10 M.....	7.75 per M

Order direct from  
E. M. PLOTTE CO.  
751 Drake Street, New York, N. Y.

## Advertise to Fans on Sports Page

Run an ad on the sports page during the run of "ELMER THE GREAT." It will get directly to the attention of the baseball fans due to the fact that the sports pages now are widely read during the baseball season. Here is suggested copy:

**BASEBALL**  
As It Is Played By  
**JOE E. BROWN**  
in  
"ELMER THE GREAT"  
See Your Favorite Comedian, as the Star Batter of the Cubs, Beat the Yanks in a Thrilling World Series Game  
NOW  
STRAND THEATRE

## Brown Cutouts as Batters' Targets

Here is a stunt that will attract wide attention and is good for a publicity story as well: Place huge cutout heads of Joe E. Brown against the backfield fence in all ball parks at right center and left field—each with a large sign announcing that whoever drives the ball against the Joe Brown head during the game will be awarded a pair of guest tickets to see Joe E. Brown in "ELMER THE GREAT," showing (days and dates) at Strand Theatre.

## Sports Writers at Special Preview

Ring Lardner, who is co-author of "Elmer the Great," is a great favorite with all sports writers. We suggest you stage a private screening of the picture for all sports writers, in addition to the regular critics, a day or two before you open. This should net you considerable publicity on the sports pages.

## Free Tickets for Best Wisecracks

Use this interesting stunt to herald the coming of Joe E. Brown in "ELMER THE GREAT." Through a cooperating newspaper announce the award of guest tickets to see "ELMER THE GREAT" at your theatre for the six best wisecracks of the day, sent to the newspaper or the theatre.

Have the winning wisecracks published in the newspaper in the following manner:

"Elmer the Great"  
SAYS:  
\_\_\_\_\_  
\_\_\_\_\_  
(Above lines for wisecrack)

In this way you tie in the title of the picture with every wisecrack. The plug for your theatre name and play dates should be contained in the publicity stories announcing the prize awards.

## Plant Popular Magic Square

The magic square, used as exploitation, has been so successful that we herewith offer another. The hidden sentence is JOE E. BROWN IN ELMER THE GREAT IS FUNNIER THAN EVER. It is solved by beginning with the circled letter, moving one square up or down, right or left (not diagonally) and ending with the square which contains the period. Plant as newspaper tieup offering guest tickets for ten persons who are first to send in correct solutions.

		N	W	O	
E	N	I	B	R	R
L	M	E	E	E	V
H	T	R	J	O	N
E	T	I	U	N	A
G	A	S	F	N	I
R	E				R

Cut No. 10 Cut 15c Mat 5c

## Contest for Best Baseball Reports

Here is an exploitation feature that can be tied in with schools and colleges or held open to the general public. You should have no difficulty in tying with your sports editor as such a stunt intensifies reader interest in that particular section.

Offer a small cash prize for the best report on some important ball game (a league game if one is played in your city) and additional awards of guest tickets to "ELMER THE GREAT" for the twenty-five next best accounts.

Arrange to have the winning article published as a special sports page feature with the picture of winner. The cash prize can be ostensibly donated by Joe E. Brown with the yarn that he is for the idea of developing good sports writers as well as good sportsmen in every field, especially baseball.

The cooperating newspaper should carry a daily announcement that these prizes are offered in advance of game selected for the stunt. The picture and theatre should be played up in every case. If a school or college is tied in, get out special throwaways to be distributed at the schools.

## Comedy Act at Baseball Park

Remember the comedy baseball team of Nick Altmock and Al Schacht? Use their act staged on the diamond before the start of the game, to plug "Elmer the Great."

Dress up two ushers who have a tendency for comedy in misfit baseball uniforms with "Elmer the Great" lettered on the front and back. Have the two appear on the field—one with an oversized bat—the other with a small toy bat; use a medicine ball painted up with stitching like a baseball. After a few minutes of attempted practice at pitching and batting, have them put on boxing gloves, winding up in comedy wrestling. After which they each unroll a sign folded like a window shade. The sign fastened on their backs to read:

FOR MORE LAUGHS  
THAN YOU'VE EVER HAD  
SEE

JOE E. BROWN  
in  
"ELMER THE GREAT"  
NOW PLAYING  
STRAND THEATRE

### Street Ballyhoo

The same stunt will attract large crowds on streets at different intersections—day or night—even though at first it may be misconstrued as a fraternity initiation until the signs are revealed.

## Baseball Tickets as Throwaways

An inexpensive throwaway to advertise Joe E. Brown in "ELMER THE GREAT" can be made in the form of a baseball ticket. Use a colored stock about 2 x 6 inches.

Distribute these throwaways at ball parks, high schools, cigar stores and through all sources where they will do the most good.

## Colortone Slide

4x5 Colored positive only .....	\$2.00
—Set (pos. and neg.) .....	3.00
3 1/4 x 4 Colored positive only .....	1.50
—Set (pos. and neg.) .....	2.25

Order by Number N522  
NATIONAL STUDIOS, Inc.  
226 West 56th Street  
New York



## TOSSING BALL INTO OPEN MOUTH, AS LOBBY STUNT



This stunt is a good lobby attraction to sell "ELMER THE GREAT" in advance of its opening. Set up a large head of Joe E. Brown with his mouth wide open. Cut out a hole in the mouth large enough for a baseball to pass through it. Have patrons try to toss a baseball from a marked distance into the opening of the cutout. Those succeeding in tossing the ball in one try to receive a guest ticket to see Joe E. Brown in "ELMER THE GREAT."

Surround this display with plenty of stills and copy advertising "ELMER THE GREAT" with coming playdates.

## Joe E. Brown "Field Day" a Corking Exploitation Stunt

HERE is a great attention builder—one that is sure to help put over "Elmer the Great" for you—a "Joe E. Brown Field Day," held at either a recreation field, public park or regulation baseball park. Tie up with the schools—invite both boys and girls to compete in the various classes through your lobby, screen, newspapers, throwaways and posters. Of course time this "Field Day" so it does not conflict with your own show.

Print up application blanks for distribution at all schools and have cooperating newspaper publish a duplicate.

By all means try to get some well known local ball players to act as judges. Have your newspaper sports editor and news photographers

Instruct all entrants to fill in name, address, age and school on blank and mark an X beside the contest in which they want to compete.

Dealers in sports goods should be tied in, and prizes of balls, bats, catchers' and fielders' mitts, caps, etc., should be donated by them. The theatre can offer tickets to see "Elmer the Great" to the five runners-up in each class.

Properly handled, you can make this a grand exploitation event. All copy and exploitation should play up Joe Brown and the show from every angle of appeal to youngster and adult alike.

## "Circle Photos" of Baseball Crowd, as Publicity Gag

FOR attention getter aimed directly to your theatre, use the photo circle idea as an advance exploitation stunt several days before the opening of "Elmer the Great" at your theatre.

Arrange with your local newspaper to get shots of crowds attending baseball games. Have a new photo printed daily in the cooperating newspaper with the heads of three, four or five persons encircled—depending on the number of guest tickets you want to award to the persons identifying themselves in the circles—tickets to be good to see Joe E. Brown in "Elmer the Great."

On the days the crowd shots are made, distribute heralds or throwaways announcing the stunt. Be sure to emphasize very strongly Joe E. Brown in "Elmer the Great," the name of your theatre and play dates by using one of the display ads illustrated in this merchandising plan.

Get extra prints of the photos showing the encircled people and display the photos in your lobby with copy as follows:

ARE YOU AMONG THE LUCKY ONES WHO WILL SEE JOE E. BROWN

in "ELMER THE GREAT" COMING TO THIS THEATRE NEXT WEEK (Days and Dates) For Complete Details Read THE DAILY NEWS

This gives the newspaper an extra plug and encourages the readers to buy the paper for detail information on the stunt.

Persons encircled in the photos must bring the copy of the paper containing the photo to the newspaper office or the theatre. Identification must be beyond doubt in order to avoid errors or duplication.

## UNUSUAL ENDING OF PICTURE'S Trailer in Lobby GAME AS BASIS FOR CONTEST Thru Cutout

The score in the final game played by the Cubs and the Yankees in "ELMER THE GREAT" offers you an unusually fine opportunity to stage a contest that will not only attract a lot of attention but will create plenty of word of mouth advertising.

In the picture, the Yankees score two more runs in their half of the ninth inning, making the score three to nothing in their favor as the Cubs come up to bat. In their half of the last inning, the Cubs, due to a home run with three on base, by Joe E. Brown as "Elmer the Great," win out by a score of 4 to 3.

People who participate in the contest are naturally going to assume that Joe E. Brown, as the hero, wins the game, and will in a great majority of cases guess the final score as being 2 to 1 in favor of the Cubs. Few, if any, will figure on the Yankees having scored two more runs in the ninth inning. And for that reason you will have comparatively few tickets to award.

Of course if "Elmer the Great" has recently been played in your city on the stage, then don't use this stunt.

You can use this stunt for an entire week in advance of your play date. Be careful to check the answers as soon as they come in to make sure that too many haven't the right answer. If you find they have, you can discontinue the contest.

(Publicity Story)

## Can You Guess Final Score of Cubs-Yankees' Game?

Here you are, baseball fans. It looks as though the Cubs were going to lose that final game in the World's Series between the Yankees and the Chicago Cubs. However, you can't tell until the last man is out. Remember, "Elmer the Great," the world's champion batter, played by Joe E. Brown, is due to come to the bat for the Cubs in their half of the ninth.

What do you think was the final score of the game as shown in "Elmer the Great," which comes to this theatre . . . . If you can name the correct score, you'll be awarded two free tickets to see "Elmer the Great."

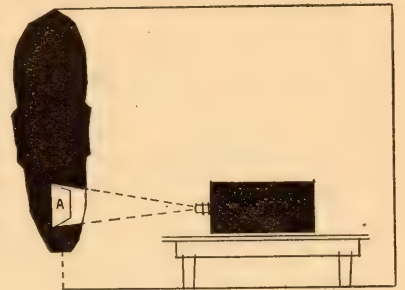
Fill out one of these blanks, with your guess, together with your name and address and place in ballot box in the lobby of the Strand Theatre no later than next (day and date).

	1	2	3	4	5	6	7	8	9
YANKS .....	0	0	0	0	0	1	0	0	?
CUBS .....	0	0	0	0	0	0	0	0	?

Final Score Is .....

Submitted by .....

Address .....



Here is an effective cutout to be used in your lobby which will attract 100 per cent attention in advance of playing Joe E. Brown in "ELMER THE GREAT." Use Still No. JB44 in making a photo enlargement or poster. Cutout the opening of the mouth and mount a transparent screen on the back of the cutout. Then project the regular trailer through a continuous projector placed in back of the screen marked "A" in the illustration.

This type projector may be secured from your local dealer who sells amateur motion picture projectors and supplies. Arrange to secure the use of this machine in return for a frame on the end of the trailer advertising the dealer and his business. Be sure to mask off the side of the cutout so that the projector is not seen, giving an added point of interest in the curiosity as to how the stunt is worked.

## Plug Your Show at Baseball Game

Because of its baseball background "ELMER THE GREAT" is a natural for a special billing and distributing campaign at all ball parks and every field and lot where the "boys" get together for the noon-hour or after school game and practice. The same campaign should be carried out in all spots where the fans congregate such as club rooms, in front of score boards, cigar stores, pool halls, etc. Posters, snipes and window cards should be posted at all such points and the distribution of heralds and throwaways should supplement this billing campaign.

HERE'S A NATURAL for KIDDIES' MATINEES

## JOE E. BROWN Penny Candy Sucker



FREE!

JOE E. BROWN MASK IN EVERY BOX

120

PIECES IN EACH BOX

PRICE:

67c PER BOX

*Especially Priced and Packed For Theatre Give-Away*

ORDER DIRECT FROM

**BISHOP AND COMPANY INC. LOS ANGELES, CALIFORNIA**



# A C C E S S O R I E S



Based on a play by  
RING LARDNER & GEORGE M. COHAN  
with  
**PATRICIA ELLIS**  
**FRANK McHUGH**  
**CLAIRE DODD**  
**PRESTON S. FOSTER**  
**RUSSELL HOPTON**  
Directed by  
**MERVYN LE ROY**  
**A FIRST NATIONAL & VITAPHONE PICTURE**

**JOE E. BROWN**  
"Elmer, the Great"

**24-SHEET**

Entire background white. Joe E. Brown's name lettered in red with yellow outline; the title is in dark green with light green outline; the rest of the lettering is blue. Figure of Joe E. Brown is in natural colors. His cap is black and the bat is brown.



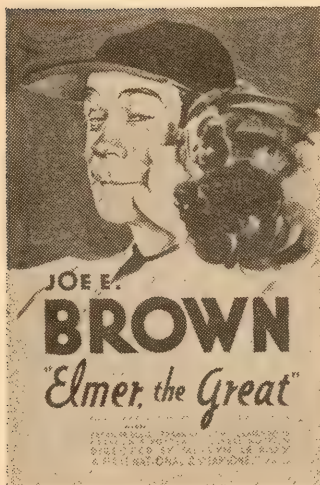
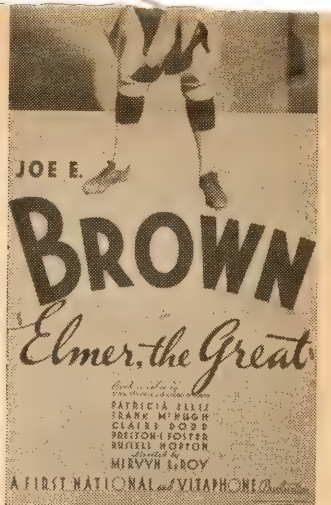
**THREE-SHEET**



**SIX-SHEET**



**INSERT CARD**



**ONE-SHEET**

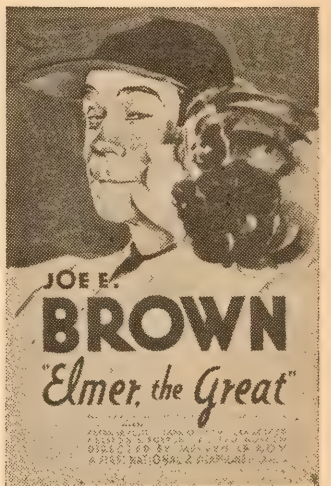
**8 by 10 IMITATION PHOTOS—\$6.00 per M. Can be used as giveaways. Order direct from Gordon-Greene, 142 West 24th Street, New York, N. Y.**

**Sliding Scale Prices of Advertising Accessories**

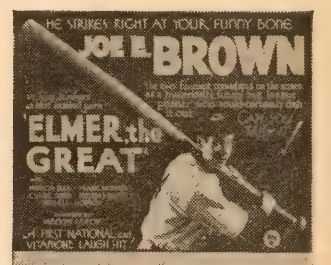
I-SHEETS		INSERT CARDS	
1 to 50	15c each	1 to 25	25c each
51 to 100	13c each	26 to 50	22c each
Over 100	11c each	51 to 100	20c each
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# HOLLYWOOD PICTORIAL NEWS

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THE  
SCENES IN  
HOLLYWOOD

EXCLUSIVE  
Inside  
NEWS *and*  
VIEWS

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# MOVIE MAGAZINE

PUBLISHED  
FREQUENTLY

HOLLYWOOD PICTORIAL NEWS  
358 West 44th St., New York, N. Y.

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1933

### A Trip Thru A Movie Studio

Behind the Scenes  
With Director  
Mervyn Leroy

The audience that views a picture doesn't know how it's put together. Which is as it should be. For if the audience, during the showing of the picture remained aware of the painstaking



**Man Machine—Magic!**

preparation and the step-by-step process involved, half the illusion would be lost. A finished picture must be so well constructed that nothing infringes on its complete realism.

For example, in "Elmer The Great", the hero of the picture is supposed to be living in Gentryville, Indiana. Well, we had to bring Gentryville to California so that we could screen it. We had to create two principal streets and the main square of a small Indiana town. The town had to give the effect of being covered with the snowfall of a regular middle western winter. And all this had to be done on the back lot of the First National studios, in California, during one of its mildest, sunniest winters.

To accomplish this, more than thirty buildings were put on the lot. These included a dozen frame houses, with their yards and picket fences, a two-story hotel, the general store which

(continued on second page)

## DO STARS FAIL AS HUSBANDS?

Our Reporter Asks Joe E. Brown Some Personal Questions!

### Comedian Thinks Flattery Kills Most Marriages!

It seems easy enough to be happy, married and a father—sometimes. But to be all of those things and still be a popular movie actor, sitting across from the same woman at the breakfast table for sixteen years, is something worth talking about—in Hollywood.

Joe E. Brown, Warner Bros. star appearing in "Elmer the Great" is a shining example of this type of matrimonial constancy. Joe believes the real reason for all of Hollywood's marital break-ups is flattery. He also believes that his marriage is still intact because of flattery! If you can't figure that one out, then let Joe E. Brown do it for you.

He says it works this way: marriage anywhere is more than just sitting by and letting matters take their course. Marriage in Hollywood certainly is an even greater battle of wits than elsewhere. Take any happily married couple in the movie colony; they get along all right in the beginning. Then he or she begins to feel that life is getting dull. At the same time either of them may be thrown into the company



Meet Miss Mary Brown

of the opposite sex. Let husband or wife get a large slice of flattery, of adoring attention; they suddenly begin to think that perhaps they have been undervaluing themselves all this time. The

### Star of "Elmer the Great" Happily Married

marital relationship suddenly doesn't seem to be quite so permanent. Perhaps wifey is tired of telling him what a hero he is. Perhaps hubby is wearying of telling her of her beauty. Both begin to think they can do better if they go companion shopping once more. So they separate—and discover that it's the same darn story all over again!

Sometimes they realize they haven't made a real effort at making a go of it. A marriage has to be handled with as much patience and good sense as any other venture in life, thinks Joe E. Brown.

His own domesticity is getting along fine because of flattery! Whenever he feels a compliment coming on, he holds it until he gets home and delivers it to Mrs. Brown at their own fireside. And she does the same for him. In sixteen years it has helped them over some bumps and rough places.

Donald and Joe E. Junior, are big boys now, 14 and 12 respectively. Mary-Elizabeth Ann, born Sept. 1930, also figures at the fireside! It makes a cosy oasis amidst some of the other Hollywood matrimonial wrecks.

### FUN MAKERS CREATE RIOT! COHAN and LARDNER JOIN FORCES

A MOVIE REVIEW  
By Frank Mitchell

Ring Lardner and George M. Cohan wrote the stage play "Elmer the Great". It put Broadway in an uproar and Joe E. Brown who at that time played the leading stage role, made history as the funniest man on the stage. These three funsters were irresistible!

"Elmer the Great" to be shown at this theatre, has been made into a screen play, and Joe E. Brown again has the leading part. What was an uproar on the stage has turned out to be a riot on the screen! Step by step the fun and the intensity mounts, and with the climax the audience is left laughing and gasping for breath.

The plot concerns a hick town boy who develops into a champion big league batter. He is also the champion eater and long time sleeper of the same league. Joe, as Elmer the Great, becomes involved in a love tangle from which it takes much ingenuity, laughter and suspense to extricate him.

There is a strong supporting cast, including Patricia Ellis, the new sensation of the screen. Others include Frank McHugh, Claire Dodd, Preston S. Foster and Russell Hopton. The picture is directed by Mervyn Leroy.

### MASKED BEAUTY! GUESS HER IDENTITY!



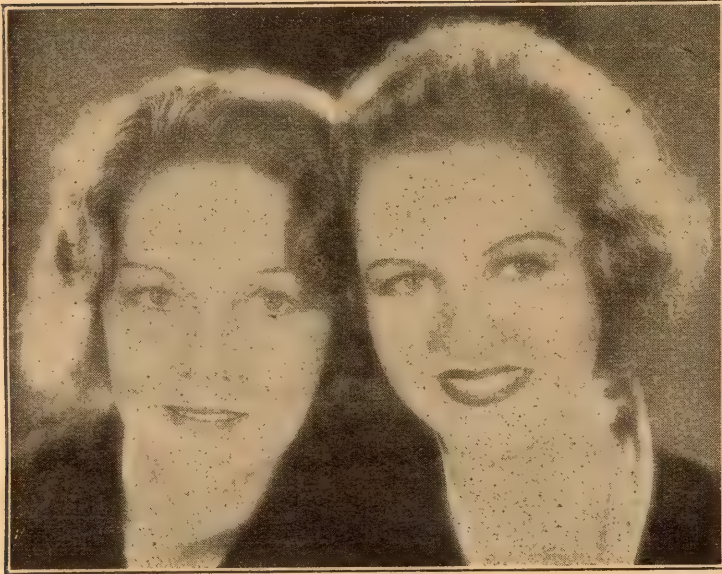
Can you guess who this blonde beauty is? We can give you some clues to help. She is a native of Iowa, who has traveled extensively. While on a visit to California, a friend persuaded her to make a screen test. The result was a part for her in Ziegfeld's "Whoopee." Since then she has been under contract to Warner Bros., and has appeared in "Ex-Lady", "Hard to Handle", "Blondie Johnson", etc.

Her latest appearance is in "Elmer the Great." Check up on your guess when you see the picture at this theatre.

**YOUR LETTERS TO JOE E. BROWN FORWARDED FREE!—SEE PAGE FOUR**



**PUZZLE! PUZZLE!**  
**WHICH IS THE DAUGHTER—**  
**WHICH IS THE MOTHER?**



**Movie Stars Advice to Women Who Want to Stay Young!**

These two lovely looking women—as you may have guessed—are, to the right, Patricia Ellis, playing the leading feminine role in "Elmer the Great", and to the left, Mrs. Alexander Leitch, Patricia's mother. Miss Ellis wants the world to know that her mother is the grandest lady—and why. So we'll let her tell the story in her own words:

"As far back as I can remember," says Patricia Ellis, "mother and I have been chums. From the time I was old enough to go to school until this very day, she has lived the life of youth and so she has been able to keep about her the force of youthful freshness. It seems to me that mother and I have grown up together; that we are like two childhood friends who have shared experiences and thus with the years have grown closer together.

Today, mother is an alert, charming person who outshines many women who are twenty years younger than she. And

now as I look back, I can understand why this is so.

Although mother was always profoundly interested in my welfare, she never allowed herself to say, 'I am a mother, therefore I am no longer the same person I used to be.' Instead, she went on living her own life with the additional interest of motherhood. She continued to have her large circle of friends, her interest in books, music, politics, and sports. She led an active, purposeful existence. While I was in my early teens she treated me as an equal. We were always good friends. The sort of friends who respected each other's likes and dislikes.

It seems to me that mother has not grown older in spite of her added years. I think that she is young today because she did not lose sight of herself as an individual. She is a lovely mother—and a friend—and I'm grateful to her for teaching me a wonderful way of life. I hope others will take its lesson to heart."

**MOVIE STARS WORK HARD**  
**FOR SUCCESS IN HOLLYWOOD!**

Hollywood continues to burn the midnight oil, but has stopped burning the candle at both ends, according to Patricia Ellis.

"Stories of Hollywood night revels lasting into early morning hours may once have had foundation; they have none today," she continued. "The morning after the night before" has taken a new meaning. 'The night before' is the only time left in a busy Hollywood day to study the dialogue lines to be spoken the 'morning after'.

"Dialogue changed Holly-

wood's outlook and mode of living. Spoken lines must be studied; they can't be properly memorized in the few minutes between scenes on the set.

"Often it is one o'clock in the morning before I put aside my script, with my next day's dialogue well in hand," said Miss Ellis, "and I must be up at seven each morning to make a nine o'clock car to the studio."

Now, Mr. and Miss Movie Fan, if you have any hopes of ever crashing the gates of Hollywood's studios—be prepared to work.

**BRAINS—NOT MONEY NEEDED!**

**Good Judgment Necessary to Dress Well**

Claire Dodd, who appears in "Elmer The Great", has definite theories about women's dress. In a recent studio interview she said, "It is the usual thing to hear a woman say that if she had as much money as Mrs. So and So to spend on clothes, she too, could be a perfectly dressed female. Any woman who makes such a statement overlooks the fact that within the limits of her own income, she too can appear perfectly dressed. It is really a question of good taste and good judgment. There are women who spend huge sums of money on clothes and always look like frumps.

Personally I lean strongly toward careful selection of color. Don't dress like a rainbow—that only attracts attention to the color and destroys the

personality and style. Use two colors, at most three, in your costume, and arrange them to advantage. Any new piece of wearing apparel that is bought, whether it is a pair of shoes or a pair of gloves should be selected on the basis of color. If it cannot be properly worn with something you already have, it is the wrong thing to buy!"

The street costume shown here gives an example of what can be done with careful selection and little money. This simple wool-mixture suit is in beige. In sharp and effective contrast, Claire Dodd wears a black felt hat, black gloves, black bag, black shoes and beige stockings. Miss Dodd suggests that brown accessories will look just as smart. Both types of accessories serve as a good base for additional costumes.



**SEEING THE STUDIOS**  
**WITH DIRECTOR LEROY!**

(continued from first page)



Make believe Sleigh-ride in Make-believe Village! Read the Story!

also houses the post-office, pool parlor, barber shop and rows of other stores which one would expect to see in a middle-western small town.

When we went to work on the snow storm that was to cover Gentryville with between five and six inches of snow, we tackled a job that was no mean feat, even for experts in making blizzards.

During the 'snowstorm', the cast was weighted down with heavy clothing, fur caps and

frost-proof gloves. The actors sweltered in their cold protectors while a hot sun shone down upon them. But what was the complete effect of all of this 'building-up'? It was just what it was meant to be—a snowstorm (with salt used for snow) that was so real looking, people shivered just to look at it!

When you see "Elmer the Great", see if this inside information will help you to detect the artificial snow and other effects. Bet you fur-lined mittens you don't!

**JOE E. BROWN ENTERTAINS SOME OF THE NATION'S STARS!**



Don't let the uniform fool you—that generous smile is Joe E. Brown. The frolicsome screen star is shown here surrounded by stars of the baseball diamond. They're all friends of Joe's, and in some cases former team-mates—the jaunty fellow with the cigar is director Mervyn Leroy. You didn't know that Joe is a top-notch ball player did you? Well he'll surprise you with his skill in "Elmer the Great". Some of the players represented here are Babe Herman, Ernie Orsatti, Bill Brubaker, Wally Berger and "Tut" Steinback—all of the big leagues.

**How the Talkies Began**

A famous New York actor who doesn't want to give his age away, and therefore wishes to remain unidentified, says he never appeared in a talking picture, but he once was a talking picture himself.

"About 1907," he explains, "I organized nine companies of actors. We used to stand behind the screen in the crude motion picture theatres of those days and speak lines while the film was being shown. It was a sensation for a short time—the first talking pictures in history."



**UPS AND DOWNS  
OF JOE E. BROWN'S  
VARIED CAREER!**

**An Absorbing Life Story**

Joe E. Brown was born on July 28, 1892 in Holgate, Ohio. He joined the circus when nine years old and toured the country with Ringling Brothers as the youngest of "The Five Marvel Ashtons".



One of the marvelous Ashtons dropped him in a tumbling act, when 15, which broke his leg and ended his circus career. He joined the Saint Paul baseball club and later became a member of the New York Yankees. He has his own team in Los Angeles, which is considered one of the star amateur nines.

Deciding to become a comedian, Joe went into burlesque. He made so great a hit that he was snatched up by Broadway producers. Some of his successes were "Listen Lester", "Jim Jam Jems", "Captain Jinks" and "Twinkle Twinkle". It was while playing in the latter in Los Angeles that he was induced to try his hand at pictures. His first was "Crooks Can't Win", which he considers his worst. Since then he has made many pictures for Warner Bros.—First National. The most recent being "You Said a Mouthful", "The Tenderfoot", "Fireman Save My Child" and "Maybe It's Love."

**IN THE SPOTLIGHT!**



A pair of kings, both ace high—Babe Ruth, King of Swat and Joe E. Brown, King of Comedy. Joe is baseball's pal. Every player in the big league knows and likes him. Being a swell baseball player himself, Joe has the baseball kingdom's respect as well as its laughter. If you've heard any reports to the effect that Joe used to catch outfield flies with his mouth, don't believe them—they're probably exaggerated.

**MOVIE STAR OFFERS OLD RECIPE**

We always had a cookie jar at home, filled with the most flaky cookies for in-between hunger pangs, and this recipe will have prepared for you should result in the best batch of cookies you ever made. This is exactly the way I used to prepare them. Won't you try it?

**PEANUT BRITTLE COOKIES**

By **PATRICIA ELLIS**

- |                                 |                               |
|---------------------------------|-------------------------------|
| 2 cups of ground peanut brittle | 2 1/2 cups flour              |
| 1/2 cup butter                  | 2 1/2 teaspoons baking powder |
| 2 eggs                          | 1/2 teaspoon nutmeg           |
| 1/2 cup milk                    | 1 teaspoon Vanilla            |

Put the peanut brittle through the finest knife of your meat chopper, then cream it with butter. Add the eggs which have been well beaten. Gradually stir in the milk, and when thoroughly mixed, sift in the flour and baking powder. Finally add the ground nutmeg and vanilla. Drop the dough in greased cookie pans and bake in a moderate oven until a golden brown. (Mmm!)

**BIG TOWN GIRL  
MAKES GOOD AS  
MOVIE STAR!**

**Introducing Patricia Ellis**

Patricia Ellis, young Wampas baby star, was born in New York and trained in the traditions of the stage from earliest infancy by her father, a noted New York producer and director.

After playing on Broadway in "The Royal Family", "Once in A Lifetime" and "Elizabeth the Queen" she was signed for a small part in "Three on a Match", which was her screen debut.



She had another bit in "Central Park" and then was chosen by George Arliss to play an ingenue role in "The King's Vacation". Then she was elevated to a leading role opposite James Cagney in "Picture Snatcher". "Elmer the Great" is her fifth picture.

Her sincerity of portrayal, as well as her beauty make her a good prospect for stardom and national popularity. Judging by her rapidly increasing fan-mail, she is well on her way to that goal.

Patricia Ellis is one of the most accomplished of the younger screen stars, and her thorough stage training includes a fine musical education. She is fond of sports and dancing and leads so active an existence that the word "diet" is not in her vocabulary.

**ELMER, THE GREAT BIG DEALER IN LAUGHS AND THRILLS**



Reading from left to right or right to left, up, down or sideways, you can't miss getting a swell idea here of the entertainment Joe E. Brown's newest picture has in store for you. "Elmer the Great" has laughs and beauty. It has big sport scenes to thrill

you and human little love scenes to warm your heart. Above all, you'll enjoy its rip-roaring, original comedy situations and its thousand laugh-provoking gags and stunts. Take the family along with you—"Elmer the Great" will please everyone!

**COMING TO THIS THEATRE!—See Page Four**



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She promised him a smile for every "single" — a kiss for every "double" — a hug for every "triple"... No wonder he broke the record for Home Runs!

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in  
**"ELMER THE GREAT"**

A First National Picture with Patricia Ellis, Frank McHugh, Claire Dodd, Preston Foster

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**SPORT NOTES AND GOSSIP**

**Big League Umpire Joins Movie Staff!**

No less a celebrity than "Beans" Reardon, nationally famous umpire of the National League, plays the role of umpire in the stirring World Series game that marks the climax of "Elmer the Great," starring Joe E. Brown. A close personal friend of Brown's, Reardon immediately agreed to umpire the game in the Warner Bros. picture, when Joe called him by long-distance telephone to find out if he would "do his stuff" in front of the camera.

**Actual Scenes From Big League Games!**

Mervyn Leroy, who directed "Elmer the Great", attended Big League games at Wrigley Field, Los Angeles, and brought a camera man along. They took many shots of the crowds in the grand stand and some exciting scenes of the players in action, to incorporate in the picture and give it the real atmosphere of the game.

**Special Service To Our Patrons!**

The management will be glad to forward letters from any of our patrons, addressed to Joe E. Brown, Director Mervyn Leroy or to Patricia Ellis. Leave your letters at the box-office. We will forward them to the Hollywood Studios.

**Joe E. Brown Builds Family Ball Team!**

Although Joe already has an amateur team in Hollywood and owns a third interest in the Kansas City professional club, he wants to develop another team in the home circle. As a starter he has his two sons, Donald and Joe E., Jr. He has adopted Mike Rankovich, U.C.L.A. star athlete, who is now a member of his household. Joe himself makes the fourth member. He is going to add a boy a year to the family until he gets his team, even if he has to adopt them, he says.

**Hollywood Seeks Athletic Girl Stars!**

Don't crowd girls! No movie stars are wanted this time. But it seems as if the girl's baseball team formed by the young film players of the movie colony are very anxious to start playing baseball, and their only difficulties are that they can't get a girl strong enough to pitch for them, but they are afraid that even if they do, then they won't be able to get a girl who won't be afraid to catch!

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